Etsy boosts app traffic with Firebase App Indexing

Etsy

Etsy is a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods. Etsy is a Certified B Corporation, which underscores the company's commitment to positive social and environmental performance.

At a glance

What they wanted to do

- Drive more mobile traffic into their app, rather than their mobile site

What they did

- Implemented App Indexing, so that they could link organic search results directly into their app

What they accomplished

- Increased *daily app traffic from referrals by 11.6%*

"App indexing saves an extra step for our users who are taken directly to our app and get the best possible shopping experience on Etsy."

— *Deniz Veli,*
   Android Engineering Manager

About App Indexing

App indexing lets Google index apps just like websites, so deep links to your app appear in search results. This allows users to find exactly the right content within your app. On Android, Google will also surface install buttons for users who do not yet have your app installed.

Learn how to get your app into the Google index at **g.co/appindexing**

Challenges

Although the Etsy app offers a better shopping experience than mobile web, there was no way for it to surface in Google Search, even for users who had downloaded the app because they preferred the experience there. Etsy needed a way to funnel search traffic into their app, and in doing so, to drive re-engagement with users who have the app installed, but are defaulting to Google searches.

Solution

With App Indexing, if a user has the Etsy app installed, his or her search results may show deep links. This allows Etsy to choose where they funnel organic search traffic: into the app or the mobile website.

Results

Etsy has seen an *11.6% increase in average daily app traffic from referral links,* thanks to App Indexing. Additionally, after a series of product improvements, Etsy has seen a *254.7% increase in impressions and a 32.5% increase in clicks.*
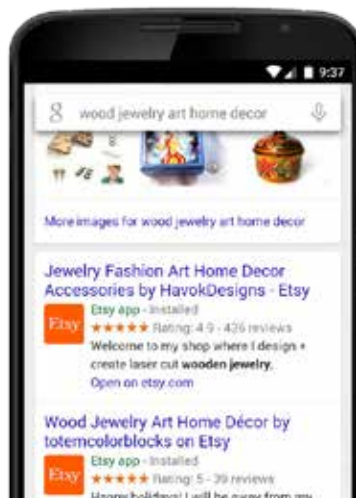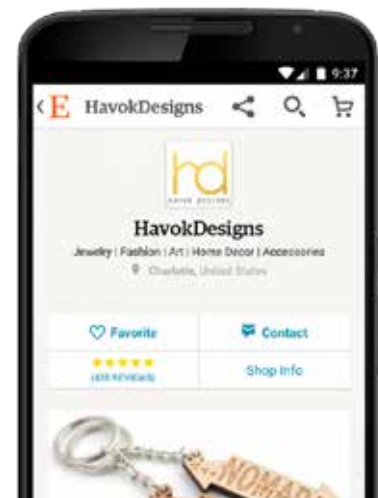
"The deep integration that Google app indexing provides for the Etsy app on Android was simple to implement and has helped drive considerable growth in our apps daily traffic."

— *Deniz Veli,*
   Android Engineering Manager

Search results page

In-app deep link