Yummly's word of mouth app growth with App Invites

Company

Yummly helps answer the question we ask ourselves everyday "What's for dinner?" Yummly matches over 1 million recipes to create a personal food experience that finds the recipes you want, when you want them, from thousands of the world's top recipe sites and blogs and Yummly home chefs.

Challenges

Yummly views cooking a meal as a personalized experience, something to do and share with family and friends. Yummly wanted to expand its user base and generate awareness on the Android platform.

Solution

With App Invites, Yummly users can recommend the app with their family and friends who love to cook or are interested in food. Moreover, users can share specific recipes, dinner ideas, or shopping lists, giving invites context and personalization. *With App Invites, installation rates were ~60% higher compared to other sharing channels.*
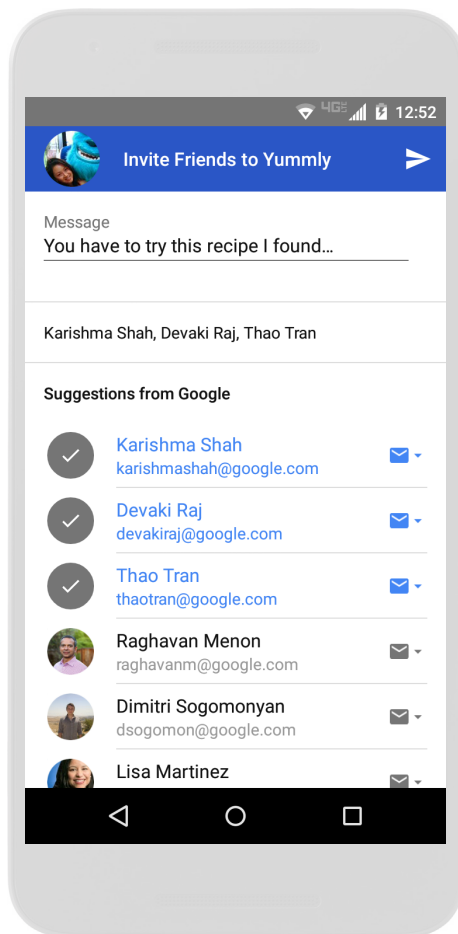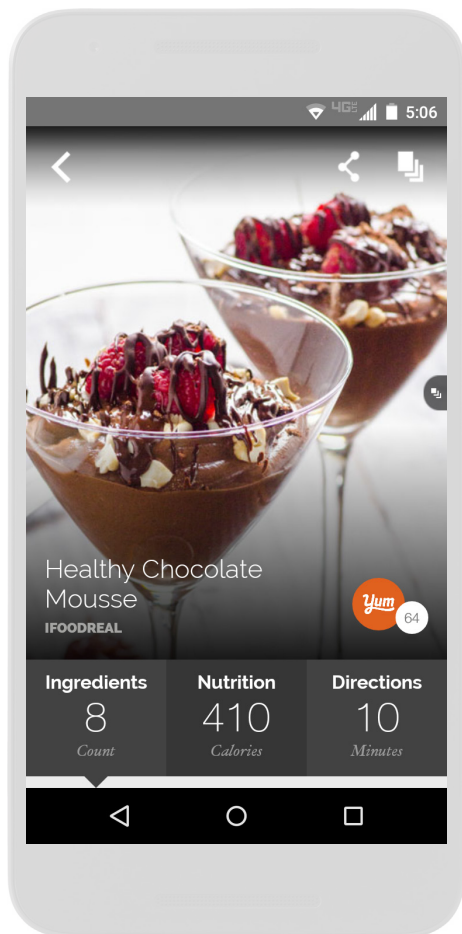
YUMMLY

11% installation rate (vs. 6.5% for other channels)

37% acceptance rate
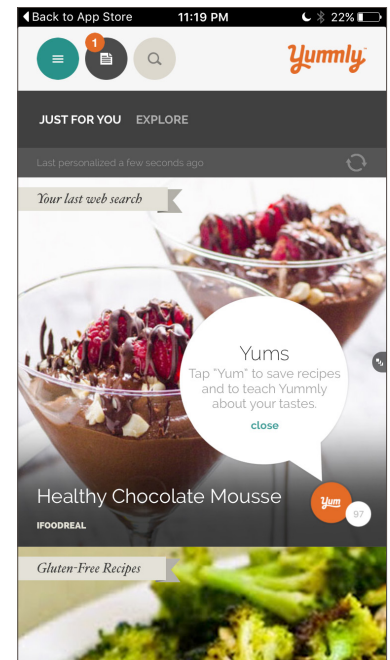*30-day averages

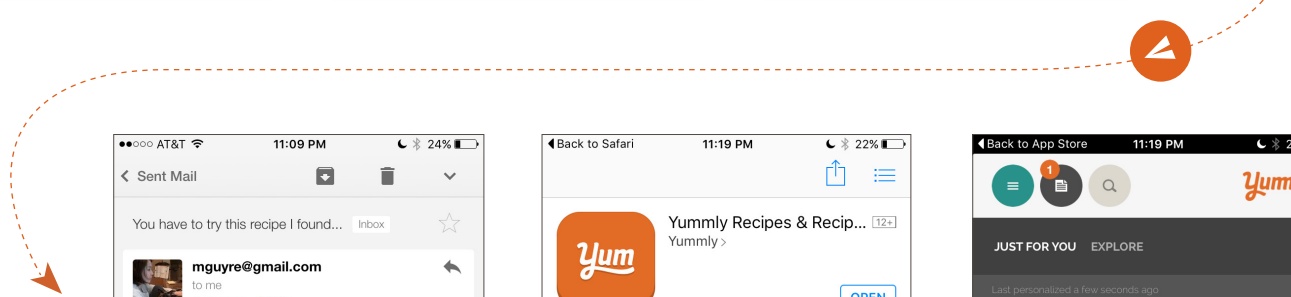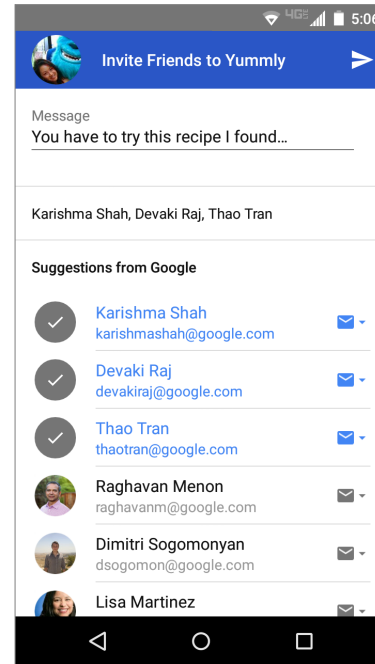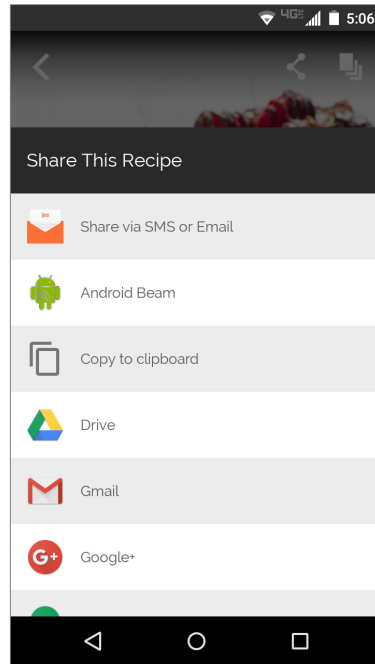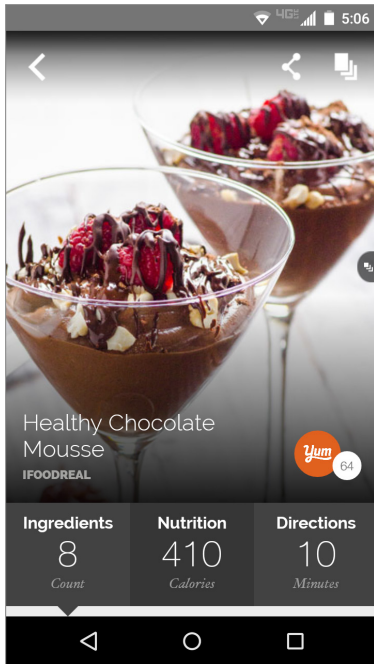*"The App Invites integration process was seamless. A bonus feature is the excellent tracking tie in with Google Analytics."*

- Melissa Guyre, Product Manager

Find out more about App Invites at:
g.co/appinvites

App Invites at a glance

Screen 1 — Recipe

Healthy Chocolate Mousse
IFOODREAL

Ingredients	Nutrition	Directions
8	410	10
Count	Calories	Minutes

Screen 2 — Share This Recipe

Share This Recipe

- Share via SMS or Email
- Android Beam
- Copy to clipboard
- Drive
- Gmail
- Google+

Screen 3 — Invite Friends to Yummly

Invite Friends to Yummly

Message
You have to try this recipe I found…

Karishma Shah, Devaki Raj, Thao Tran

Suggestions from Google

Karishma Shah
karishmashah@google.com

Devaki Raj
devakiraj@google.com

Thao Tran
thaotran@google.com

Raghavan Menon
raghavanm@google.com

Dimitri Sogomonyan
dsogomon@google.com

Lisa Martinez

Screen 4 — Email

Sent Mail

You have to try this recipe I found…   Inbox

mguyre@gmail.com
to me
2 days ago   Details

This message has been modified to fit your screen. Tap here to show original.

Yummly Recipes & Shopping List
Yummly

App Ratings:
★★★★★ (43,337)
Play Store

Install

Featured on the Today Show, Yummly matches over 1 million recipes to your cooking lifestyle's nutrition, diet, food allergies, and favorite cuisines. Want Healthy?

Screen 5 — App Store

Back to Safari

Yummly Recipes & Recip…   12+
Yummly

★★★★½ (200)   OPEN

Offers Apple Watch App

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iPhone

Broccoli Parmesan Frit…
SMITTEN KITCHEN
Seasonal Ideas To To…

Collect
Save and Organize Your Favorite Recipes

Featured | Top Charts | Explore | Search | Updates

Screen 6 — Yummly App

Back to App Store

JUST FOR YOU   EXPLORE

Last personalized a few seconds ago

Your last web search

Yums
Tap "Yum" to save recipes and to teach Yummly about your tastes.
close

Healthy Chocolate Mousse
IFOODREAL

Gluten-Free Recipes

Find out more about
App Invites at:
g.co/appinvites