



# Increasing User Engagement With Twitter

## Challenges



MixChannel is the largest short video community service in Japan. The MixChannel mobile app can be used to easily create videos and share with users' networks from an iPhone or Android. Recently launched in December 2013, MixChannel was looking for a way to drive user acquisition. As a new and innovative social video sharing app they were also looking for a way to increase engagement.

The app was popular with the teenage demographic and MixChannel recognized the need to provide their audience with deep integrations into the networks they were already using, like Twitter. MixChannel, like many other mobile apps, was focused on acquisition, retention, engagement and awareness, and needed a solution that could easily address all of these challenges.

*With Twitter, we increased user engagement by 90,000%.*

Makoto Fukuyama  
Product Manager

## Solution

It seemed like a no brainer for MixChannel to leverage an integration with Twitter to solve their app challenges. With Twitter, MixChannel's apps offer:

- Sign-in with Twitter on both the iPhone and Android app, providing users with a personalized in-app experience
- In-app media sharing with organic Twitter cards for users to easily distribute content from the Tweet button to their friends/followers
- Conversion tracking for mobile apps for visibility into the app's analytics to understand important app metrics, including number of installs

# Results

Since December 2013 over 500,000 videos have been shared by MixChannel users. This represents a 90,000% increase in user engagement.

MixChannel's integration with Twitter drastically improved their users' experience. Through Sign-in with Twitter, users have a personalized experience and are able to easily Tweet their content and engage with followers and friends. With Twitter's sharing functionality, users can simultaneously post a video on MixChannel and also Tweet it out, with just one click of a button. This improves both app awareness and user acquisition by leveraging their users networks to attract new customers who are eager to download the app after seeing great content.



**Location:** Tokyo, JP

**Industry:** Social Video

**Quick Facts:**

- Top video app in Japan
- Available on iOS/Android
- Popular with teenage demographic



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