Cookpad re-engages users with Firebase App Indexing

COOKPAD Inc. operates a recipe website and app that allows visitors to upload and search through original user-created recipes. The Japan-based company's site has a total of over **50 million users** and over **2 million registered recipes**.

At a glance

What they wanted to do
- Drive Google search traffic to the app to optimize user experience, which is critical for a successful recipe app.

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

What they accomplished
- **~ 10% increase** in number of sessions for weekly active users.
- **~ 15% increase** in dormant app re-engagement.

"App Indexing has been a great way for us to get more of our users using the Cookpad app, which allows for much more functionality and dynamic activity."
— Hiroto Igarashi, Manager,
    Search & Optimization Department

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

The Cookpad app allows its users to focus on new recipes without their screens ever locking. In doing so, their hands are freed to focus 100% on cooking. Cookpad wanted to make sure that all users who had installed the app were able to take advantage of this feature, even when accessing recipes from Google Search. The problem was that many users forgot about the app and instead searched for recipes on Google, then landed on the mobile webpage. Their phones would lock midway through cooking, creating a negative user experience.

Solution

With App Indexing, the user is now offered a seamless transition from Search results to the relevant recipe page within the app. Cookpad is also now able to make their content more discoverable from Search and re-engage existing users who can enjoy the app's full feature offerings.

"We see App Indexing improving the overall experience for our app users and we look forward to having more users enjoy it."
— Hiroto Igarashi, Manager,
    Search & Optimization Department

Results

Cookpad has indexed **100% of the 2 million recipe pages**. They are seeing **97% of search clicks** going directly to the app if the user had previously downloaded it. They are also seeing a **24% increase** in Google Search result impressions due to the addition of App Indexing as a ranking signal. Cookpad increased dormant app **user re-engagement by about 15%** and the number of **weekly sessions per active user by 10%**.

| Search results page | In-app deep link |