

The Guardian increases user engagement with Firebase App Indexing



The Guardian is one of the world's leading English-language digital newspapers - attracting readers from every corner of the globe via their website and apps. With an ever-growing number of people getting their news via mobile devices, the Guardian wanted to ensure its app users were getting the best possible experience.

At a glance

What they wanted to do

- Funnel more traffic into their app
- Jumpstart engagement with their app, which has ossified

What they did

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

What they accomplished

- **CTR for deep links to the app are 4.5 percentage points higher**

"Through installing our app, our users are strongly declaring the experience they want. By implementing app indexing we can seamless deliver on this while driving engagement, retention, and ultimately revenue."

— Tom Grinstead, Group Product 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

For the Guardian, app users are over **ten times more engaged** than the average mobile web user. So, how can the Guardian best serve these users and further demonstrate the benefits of the app - to both users and the business? The Guardian needed a way to offer its app users a seamless transition into the app from Google Search, and in doing so, drive engagement with their app.

Solution

App Indexing offers the Guardian a way to guide users from Google Search results into their app, rather than the mobile website. After implementing App Indexing, app users were referred to content in their Guardian app for **95% of their relevant searches**, rather than to the mobile website.

Result

The results show a click through rate of **4.5 percentage points higher** for search results going through to the app, rather than mobile web content. This shows that by linking into the app the Guardian was able to provide their users with the best experience possible on the device they were using, thus encouraging deeper engagement and further loyalty.



Search results page



In-app deep link