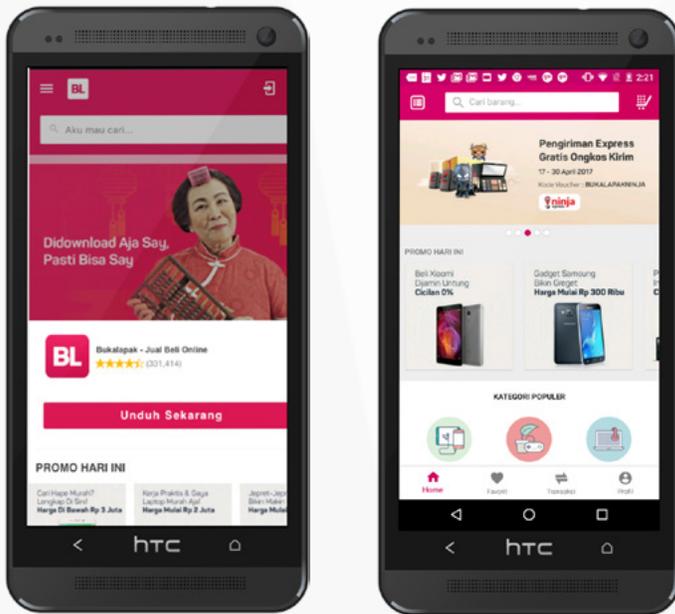




Bukalapak, an eCommerce giant in South East Asia, realized that their app converted 6x higher than the mobile web, but weren't sure how to seamlessly take users to the mobile app from the web. After testing and measuring the results of Journeys Web to App, they found the perfect solution to increase their daily app downloads by 5x.

THE PROBLEM:

Bukalapak, one of the largest online marketplaces in South East Asia, has more than 1.2 million sellers and more than 40 million products. Specifically, Bukalapak knew that their users were engaging with their products on mobile, and that they needed to provide an optimal user experience to increase revenue and conversions. Over a three month period Bukalapak's traffic exceeded 500 million sessions, the vast majority coming from mobile - with their mobile app and mobile web representing 78% and 13%, respectively of the total visits. And in terms of purchasing behavior, Bukalapak saw that their native mobile app converts 6x better than mobile web. But how could Bukalapak seamlessly take their mobile web visitors to the mobile app?



THE SOLUTION:

Bukalapak integrated Branch and started to utilize Journeys Web to App to take their mobile web users to their app where conversions were clearly higher. They used a simple banner on the top of the screen and a floating button near the bottom, both of which encouraged users to download the mobile app. After a few iterations and testing data from the Branch dashboard, Bukalapak opted to run multiple Journeys campaigns to drive app installs and engagement, depending on if it was a first-time or returning user to the mobile web. This strategy propelled their daily app downloads to increase by 5x. Additionally, users acquired via Journeys were 2x more likely to convert and complete a transaction.

2x

INCREASE IN CONVERSIONS/
TRANSACTIONS FROM
JOURNEYS USERS

5x

AVERAGE DAILY APP
DOWNLOADS



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**Bayu Adi Persada - Product Manager,
Bukalapak**

Because [our] native app outperforms mobile web so significantly, it was paramount for Bukalapak to make improvements to the mobile web experience, and to drive traffic and users to the native mobile app whenever possible. For the latter, Bukalapak decided to partner with Branch due to their proven capacity in converting mobile web traffic into app installs and user re-engagement.