

Daily Mail/MailOnline increases app engagement with Firebase App Indexing



In March 2015, the Daily Mail / MailOnline app was the #1 top news app in terms of heavy usage per consumer at over 5 hours of average use per month. (comScore, US)

Key Insights

- 22.2% boost in impressions for app users
- 20% more time per visit
- 2x more likely to share an article
- 2.4 minutes per article (search-driven app users) vs. 1.1 minute (general app users)

"Getting our app content into Google's search results has given us a new touch-point to interact with a highly engaged and commercially valuable audience."

— Noah Szubski, CPO
Daily Mail

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

Daily Mail / MailOnline is the most widely read English language newspaper website in the world with 225 million readers globally.¹ After enabling App Indexing, they saw a **22.2% boost** in total mobile search impressions for app users. In addition to the traffic increase, Daily Mail / MailOnline found App Indexing to deliver higher-value app users, with visitors spending more time on content and sharing articles more often.

High-attention users arrive via Search

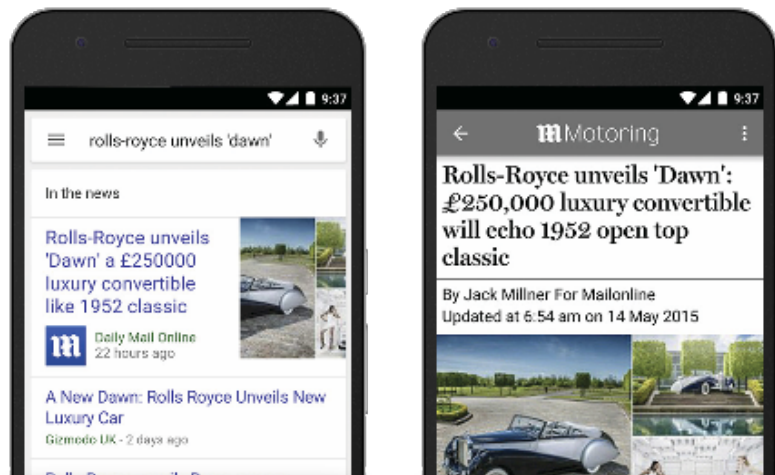
Daily Mail / MailOnline app users who visited the app pages via deep links in Google Search were much more engaged than general app users, spending on average **20% more time per visit**. They were also **2x more likely to share an article** and **28% more likely to view a video** compared to general users.

Users arriving via Google Search deep links are more concentrated consumers: per article, they spend **118% more time reading** when arriving via deep links from search, compared to general app users (**2.4 minutes vs just 1.1 minute**). General app users tend to "snack" on more articles per session, visiting an average of 12 articles versus 6 articles per visit from Google Search.

For Daily Mail / MailOnline, app visitors from Google Search results are arriving at more targeted, relevant content, and paying closer attention. App Indexing enables high-attention engagement and drives new user behavior around consuming app content via deep linking.

The value of App Indexing for business

Driving app traffic from Google Search has been profitable for Daily Mail / MailOnline. In the Android app, the main ad unit monetizes at a **27% higher CPM** than their mobile site. App visitors are also heavier content consumers than mobile site visitors, so as users become accustomed to returning to apps via search, they can expect the value of search-driven app traffic to grow.



¹Audit Bureau of Circulation (ABC), January 2015