

SEO CASE STUDY

SHOPEE

SOARING CHECKOUTS WITH DEEP LINK INTEGRATION



THE HANGRY CUSTOMER PROBLEM

Shopee, the leading e-commerce online shopping platform of Southeast Asian and Taiwan, had a sticky situation. While app conversions were 20 times sweeter than web purchases, many users landed on the web version first. This meant hungry shoppers were getting stuck in the website waiting line, instead of enjoying the delightful mobile app experience. Shopee needed a solution to bridge this gap and satisfy those ready-to-buy customers!

THE SECRET INGREDIENT: DEEP LINKS

With 90% of the shopping cart filling up in the app, Shopee realized they had a gap to bridge. To get users to the dessert table (the app), they needed a way to skip the web line. That's where deep links came in – this innovative tech acts like a magic portal, transporting users from any webpage straight to the relevant product page within the app. This seamless experience ensured a happy shopping journey and satisfied customers ready to checkout!

AT A GLANCE

CHALLENGES

- Poor User Experience: Users Landing on Webpage Vs. App

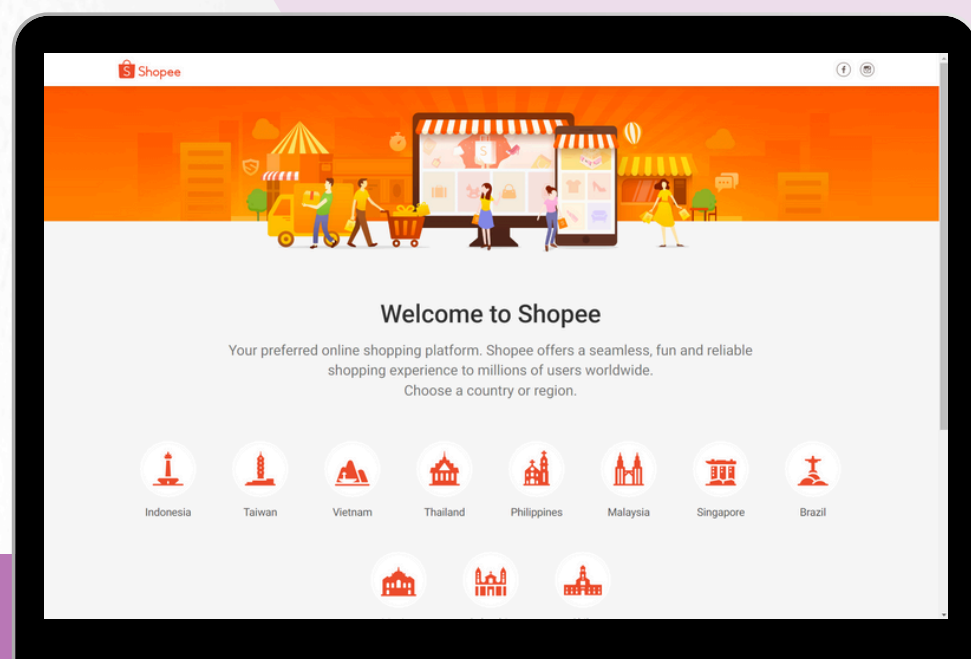
BENEFITS



126%
INCREASE
in Checkouts



150%
INCREASE
in Users
Landing in
App Vs. Web



Deep links enabled us to connect our users to our app

DEEP LINKING AWESOME SAUCE!

Shopee's app traffic and checkouts got a **126% sugary boost** thanks to deep links! They went from a **20% sprinkle of users landing in the app to a full-blown 50%** candy dish. No wonder Kevin Guan, Shopee's Regional Online Marketing Manager, is singing their praises. "Deep links," he says, "enabled us to connect our users to our app, where they could enjoy a better mobile shopping experience, which helped boost our traffic to [the] app and improved app conversion."

THE SWEET TAKEAWAY

Shopee's deep linking strategy is the dessert topping that proves that SEO is worth! Deep linking not only increased user engagement, but also fueled business growth – a recipe for success any marketer would crave.

UNLOCK GROWTH LIKE SHOPEE

BOOST APP TRAFFIC & CONVERSIONS WITH DEEP LINKING

Inspired by Shopee's success story and ready to unlock explosive growth for your app? Our expert SEO team can help you implement a data-driven deep linking strategy that drives qualified traffic and increases your in-app conversions.

CONSULT & GET SOME SEO MAGIC!

* How an e-commerce company used deep links to boost its checkouts by 126%