

URLgenius Case Study | A Luxury Cosmetics Brand Dramatically Increases Followers and Engagement with URLgenius Mobile Deep Linking to Instagram

The Objective



A luxury cosmetics brand has millions of followers on its main page for Instagram. A newly created profile for a new product line, however, had less than 25 thousand. To obtain targeted followers quickly, the company launched a display ad campaign on Facebook and Instagram as well as a paid search campaign. The link behind these campaigns brought the consumer to the advertiser's new Instagram page and with a very limited budget, the objective was to reach 100 thousand followers.

Roadblocks and Challenges

When the campaign launched, the campaign manager was seeing an excellent click-through-rate, however, Instagram likes and follows were not increasing at a similar rate. Most of the traffic from the campaign was from mobile devices and the link was bringing consumers to the Instagram page on the Instagram mobile website. When consumers clicked to like, follow or engage with the advertiser's page, however, they would be brought to the Instagram mobile website to login at which point the abandon rate was very high.

While pausing the campaign, the campaign manager realized that the vast majority of their target audience would have the Instagram mobile app installed on their smartphone or tablet. If the link behind the display and paid search campaigns could detect and open the Instagram mobile app directly to the advertiser's page, the conversion rate would be significantly closer to the click-through-rate.



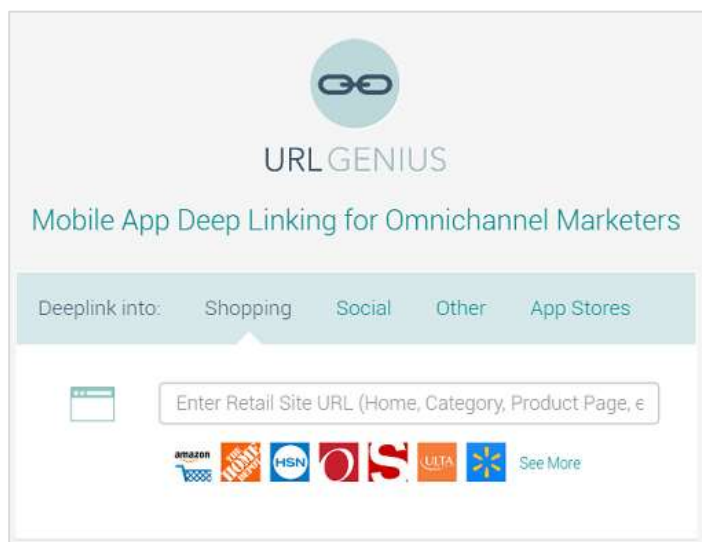
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Solution Requirements

The brand's agency discovered the answer was a mobile app deep linking solution. Under pressure and a time constraint from the client, the chosen solution needed to be easy-to-use with minimal technical requirements while allowing for immediate implementation. For maximum reach, it also had to support all browser and device configurations across iOS and Android. URLgenius met all of these requirements.

The Solution: URLgenius Mobile Deep Linking to Instagram

When the agency discovered URLgenius they simply followed these steps to immediately update their Instagram profile and campaign links with deep linking capabilities:



- 1) The campaign manager created a URLgenius account at <http://app.urlgeni.us>
- 2) After signing in, the next step was to create a URLgenius link to the advertiser's new Instagram profile page by pasting it in the box provided and selecting compose.
- 3) For reporting, the parameters for Google Analytics and Google Adwords were simply appended to the URLgenius link.
- 4) The links behind the display and paid search ads were updated with the URLgenius links and the campaign was restarted.

The URLgenius platform was incredibly easy to use. We instantly created test links which we deployed immediately. The technical requirement was minimal and support for Google Analytics and other UTM parameters was a life saver in keeping our client happy." – COO, Global Agency

The Results

The results were immediate as the team reached their goal in acquiring 100 thousand followers in a matter of days. While exceeding expectations of the client, URLgenius dramatically increased return on ad spend. This agency is now rolling out URLgenius to their worldwide offices as they consider new branding and social engagement campaigns for clients to acquire brand advocates and fans across social networks including Facebook, Instagram and Snapchat.

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