

Finland mobile app test

Do readers want to use the Android App?

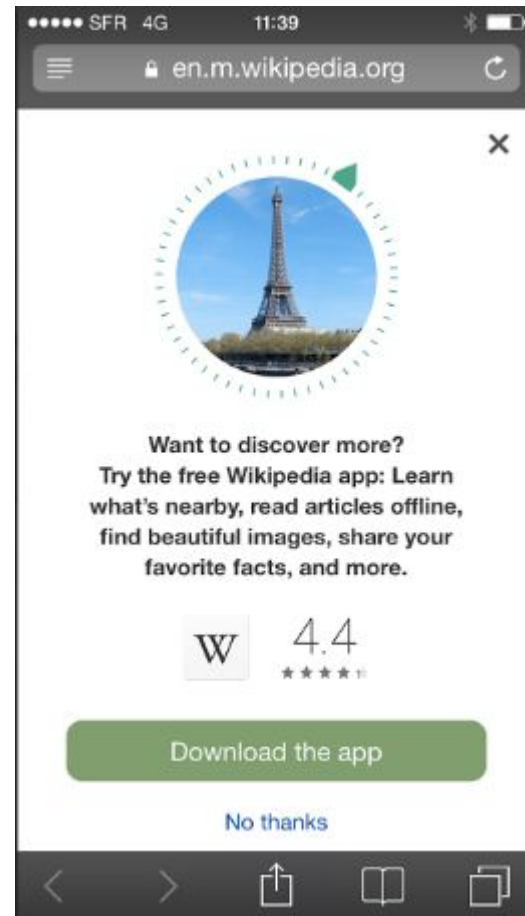
Basic info

- Test ran from August 27 - September 9 (~2 weeks)
- Each device was shown 1 impression of 1 of 2 banner variants, available on both English and Finnish Wikipedias
- Total impressions: 1.12M
- Android supports deep-linking so readers should come back into the app from a web search
- Data consolidated: <https://docs.google.com/spreadsheets/d/1qHuKjlxDXmQLqBrCAHWqOPXMoZPPMMQljAxWIUYkd-A/edit?pli=1#gid=0>

Banner 1 (top of screen)



Banner 2 (full screen interstitial)



Banner Effectiveness Results

Banner 2 (full screen interstitial) was more effective at driving both clicks and installs.



Impressions

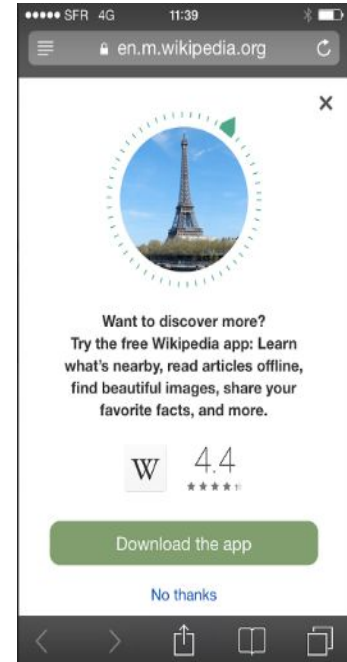
565600 = 557700

Clicks / Impression

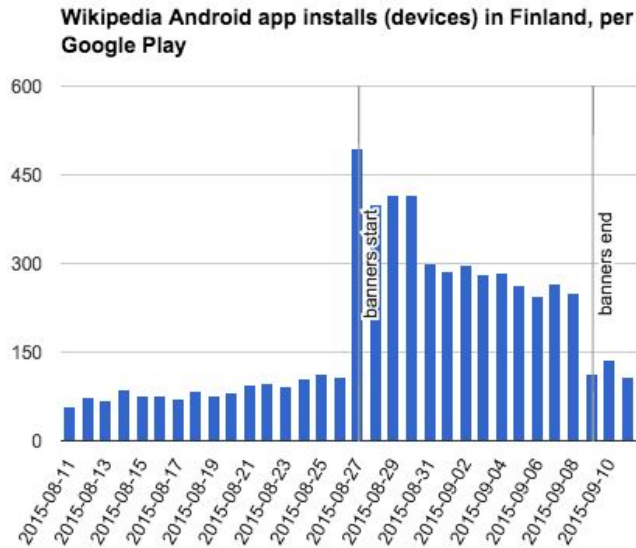
.00415 < 2x .00964

Installs / Impression

.000403 < 7x .002982



Impact on App Installs



2704 installs can be attributed to the campaign

App open rates & app views

- 72% of installs led to opens
- App views remained consistent before and after the campaign (ignoring normal variation)



Conclusion

Readers are interested in trying the app, but it does not have an experience that is more engaging to readers than the mobile web; even with deep-linking to the app, views did not noticeably increase.

Feedback

- [Wikitech](#) - negative feedback primarily from staff & former staff
- Announcement to Finnish community: we worked with the chapter about the best way to inform the Finnish community. The outcome was a [Village pump announcement](#), which received no feedback.
- OTRS - we weren't able to find responses to the banners in OTRS