



Case Study

“Web analytics can’t understand the mobile web visitor. Before Motally, we had limited visibility. Now we know exactly who’s using our mobile site, and how.”

- Eric Singley, Yelp Product Manager



COMPANY:

A leading source for people seeking great local businesses, with more than 26 million visitors in October 2009, TIME magazine called Yelp a “site we can’t live without”.

CHALLENGE:

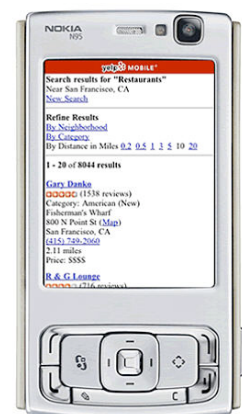
Product Management needed insight on mobile visitors to better serve the fast-growing mobile market. A home grown solution delivered sparse data and was labor-intensive.

SOLUTION:

Yelp used Motally to gain key insight into their mobile WAP site. Integration was “trivial from a technical standpoint”.

RESULTS:

- Enables accurate identification of mobile users—down to the device level.
- Increased the engagement of mobile visitors and users.
- Enabled company to optimize the Yelp experience at a device-specific level.
- Helped product developers optimize the mobile website.
- Discovered unexpected usage of the mobile website by Windows users, driving insight for the Yelp.com team.



“Motally has really helped us to engage our mobile traffic, and that’s vital to our business.”
- Eric Singley, Yelp Product Manager

Addressing the Shortfall of Web Analytics

Yelp first turned to web analytics providers to understand their mobile visitors — but found that they fell short. Product Manager Eric Singley explains, “web analytics products didn’t give us that unique mobile insight, such as information on carriers and device types — information that is so important to serving the mobile market. Motally is where we get our mobile specific information and insight.”

Tracking the Mobile Visitor, Once and For All

Understanding the mobile visitor is increasingly vital to Yelp as more and more visitors are looking for content about local businesses when they’re on the go. Before Motally, however, the company had only a labor-intensive process to identify raw hits from mobile users. They weren’t able to determine what device users were using to access the site, and what users were doing once they were there. “Web analytics weren’t accurate. We had limited visibility into our mobile traffic”, described Eric. Now, with Motally, the company has accurate visibility into who is using the site and how, with detailed reporting.

Understanding Mobile ROI

With the data that Motally provides to Yelp, the company is able to identify what traffic they are getting from mobile users, and determine how much of an ongoing investment to make in mobile in the future. Whereas before, the investment was based on generic trend information and home-grown analytics, today Yelp can accurately assess the payoff from their actual mobile website users—and immediately identify and understand any changes. Even better—they can assess this ROI at a detailed platform by platform level. “Motally helps us decide how much engineering resource to devote to our mobile site—we can make sure that it’s worth spending or not,” explains Eric.

Creating a Better Mobile Application

With Motally’s detailed funnel analysis, Yelp is also able to identify where users are having trouble with the mobile site. The data that Motally provides allows Yelp to quickly test the impact of upgrades—seeing immediately how their refinements have improved user experience and engagement. Eric illustrates this benefit by explaining that “now we are able to tailor the experience all the way to the device-level, optimizing the experience and how the application looks specifically for the type of phone that is being used.”

Fast, Easy Integration

“Integration was pretty trivial from a technical standpoint,” describes Eric. Yelp simply integrated with Motally and immediately began getting insight on their mobile users. Because the interface is very simple and intuitive, Yelp was able to get to the information they needed right away. Eric explains “People need fast data and that’s really valuable—Motally gives us this.”

A Responsive Partner

“Working with the Motally team was a really good experience,” Eric explains. “They really listened to us, and gave us attention and help when we wanted it. They even made improvements to the product based on our feedback.”

As mobile becomes more widespread, accurate understanding the mobile user becomes vital to the success of online businesses. Eric describes, “if we didn’t know the volume of people coming to the site, we wouldn’t know whether or not we’re succeeding in the mobile arena, and whether things we’re doing are working or not. Now, with Motally, we know.”



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Motally is a mobile-analytics provider dedicated to helping mobile web publishers and application developers understand their users, maximize ROI, and optimize product offerings in one common interface. The company is backed by BlueRun Ventures and Ron Conway, a leading angel investor.