

Hopster More than Doubles Conversion Using Localytics



KEY RESULTS

Hopster used Localytics insights to identify interface changes that made it easier for grown-ups to purchase a subscription.

- More than doubled subscription conversion rate
- Increased grown-ups screen entry by 28 percentage points



The Company: Hopster

Hopster is a UK-based platform on a mission to make kids' screen time better. Their iOS app features safe, ad free shows & learning games aimed at toddlers and preschool kids. Operating on a freemium model, users can watch up to five free episodes per day, or subscribe and gain access to hundreds of episodes. Though the app is for kids, a special age-locked "grown-ups" area gives parents the ability to purchase a subscription and control app settings.

The Challenge: Increasing Subscriptions

As a kid-friendly app, Hopster faces a unique challenge: its primary users are not the ones with purchasing power. Parents are the target subscribers, and Hopster has a limited window to convert them through its grown-ups screen.

In order to increase subscriptions, Hopster needed to optimise this screen for conversion and to identify and encourage in-app behaviours associated with higher conversion rates.

The Solution: Localytics

Unsatisfied with its subscription conversion rates, Hopster decided to launch a redesign of their grown-ups screen with the goal of making the subscription option more visible and easy to understand for adults. Additionally, Hopster needed to find a way to simplify the access process for parents entering the subscription screen.

Using Localytics, Hopster identified optimization possibilities, iterated, and quickly measured the results. They used **Localytics Funnels** to track how many users pressed on and entered the grown ups screen button. In doing this, they implemented a simplified process, which drove an **increase in funnel conversion by 28 percentage points**.

Hopster also tracked the conversion rate of users once they entered the grown-ups screen and filtered the funnel by app version to compare conversion across different designs. The **redesigned grown-ups screen helped to more than double their subscription conversion**.

Hopster plans to continue to study the in-app behaviours of successful subscribers and use **Localytics Marketing** to nurture people who have not yet subscribed.

"Localytics takes the guesswork out of our app strategy. With every interface update, it's easy to understand what's working and what isn't. The insights we get from Localytics are helping us make an app that kids love and parents trust."

- Marie Steintaler, Head of Marketing at Hopster