CASE STUDY

Groupon Generates $100k's in Hourly Revenue with Apteligent

"Apteligent provides us with the real-time results we need to provide the best possible experience for our customers and merchants on this growing platform."

MIKE BURTON, HEAD OF MOBILE ENGINEERING

Groupon is a global leader of local commerce, offering consumers a marketplace of unbeatable deals all over the world. This includes local deals, travel, and a curated selection of electronics, fashion, home furnishings and more. Groupon has essentially redefined how small businesses attract and interact with customers by providing solutions such as customizable deal campaigns, payment processing, and point-of-sale solutions. This is all designed to help businesses grow and operate more efficiently. As a leader in the local commerce space, Groupon grew to over $2.3B in revenue in 2013. In Q1 of 2014, over 54% of Groupon's transactions were done through mobile, suggesting that Groupon has six figures of revenue transacted through mobile every hour.

Groupon delivers on its promises by delivering high-performing mobile apps across iOS, Android, Windows Phone and more. Over 80 million people have downloaded Groupon apps to date. One app in particular is the customer-facing app that allows customers to search, purchase, and redeem deals for things to do, see, eat, and buy. Another app is Groupon Genome that lets local businesses process digital coupons, accept credit-card payments and customize marketing campaigns to target specific customers.

The Challenge

Groupon is focused on ensuring an exceptional mobile user experience through their mobile apps. As such, they must be proactive in managing app performance and user experience. Because of the transparency of app store ratings, it is more important now than ever to delight customers. This is no trivial task, however, as complexity and fragmentation across the mobile ecosystem causes many challenges. Groupon turned to Apteligent for a solution that would delight customers with app quality and user experience.

GROUPON™

WHY APTELIGENT?

Groupon evaluated other solutions but selected Apteligent because of its:
• Unified interface for crash and error monitoring
• Breadcrumbs technology
• Proven scalability to support Groupon's massive user base.
• Clear ownership of data, mobile benchmarks, and laser-focus on mobile innovation and customer support

The Solution

Groupon leverages Apteligent's mobile app intelligence solution in a number of critical app responsiveness related use cases:

• Groupon conducts a staged rollout of apps to 5% of users when deploying new releases. By monitoring responsiveness issues using Apteligent realtime dashboards, the team can see if they should expand deployment to more users.

• To catch issues after deployment, Groupon sets proactive performance alerts. If app performance deviates from expected levels, Groupon is notified.

• Groupon uses Apteligent to monitor and prioritize issues with web service dependencies. Slow response times or errors of server and API calls in apps can lead to unhappy users.

The Results

Using Apteligent, Groupon rigorously identifies and resolves app crashes affecting users. With Apteligent crash monitoring to find and prioritize crashes and the solution's diagnostics and breadcrumbs to troubleshoot them, Groupon has reduced their crash rate to under 0.02%!

Groupon has seen a number of benefits since adopting Apteligent. They have improved visibility into performance issues and spend less time troubleshooting. App stability has gone from being above one percent to under 0.02%. This is critical as thousands of dollars in revenue are transacted through the app hourly. In addition, the improved app stability has contributed to app store ratings that are 4.5+ stars.

This complete focus on quality mobile experiences has helped Groupon delight customers and make it the place to start when you want to buy anything, anytime, anywhere.