



VANGO boosts engagement and conversions with Branch links that work across all platforms.

↑ 2.5x

Signup conversion

↑ 4.3x

Number of sessions

↑ 2x

One-month retention

BACKGROUND

Buying original art from a gallery can be intimidating. Vango has brought artists and those that appreciate art closer together with a mobile art-marketplace app. Vango has enabled its users to purchase original art pieces from emerging artists with a click of a finger. Now artists have the perfect platform to showcase their work and buyers can browse original art pieces from their living room on their mobile device.

But as Vango tried to expand their mobile user base, they realized that their growth strategy had a serious obstacle: users were finding it difficult to share content.



CHALLENGE

Sharing art is Vango's chief organic growth channel. Because new users are often drawn to Vango by specific art pieces shared by friends, family, or favorite artists, they want to be able to see certain pieces immediately. But on mobile, that simply wasn't possible.

For artists, the inability to share their work meant that they couldn't reach their fans or sell their pieces - the whole reason they were using Vango in the first place. Vango needed to add a cross-platform sharing functionality to satisfy both its buyers and artists.