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user management platform for the social web

Citysearch increases referral traffic from Facebook with Janrain Engage

Results Overview

Using Janrain Engage, Citysearch has been able to enjoy the benefits of offering Facebook for login and social publishing without having to maintain the implementation on their own. Citysearch has seen the following results:

- **12% of user generated content** is shared on Facebook through Janrain Engage

- Content shared to Facebook is viewed by an **average of 40 people and generates 28 clicks back to Citysearch**

The Challenge

Citysearch was one of the earliest adopters of Facebook Connect in late 2008. Based on the demographics of its consumer base, it made perfect sense to enable users to share Citysearch content on Facebook to drive additional traffic and to use Facebook credentials for login.

The solution worked well, but over time, it became a challenge to support Facebook's ongoing protocol changes. "We wanted to make it simple for users to get to Citysearch, and then to syndicate the content out to a similar user base and drive inbound traffic," explained Harpreet Ahluwalia, Product Director, Citysearch. "It was working well, but we felt we needed a common platform for integration so we wouldn't have to rely on Facebook and be impacted every time they changed something where we'd have to go back and update our code. We wanted someone to do that, plus allow us to add in other connection points."

The Solution

In early 2010, Citysearch deployed Janrain Engage to manage its Facebook Connect implementation for both login and social publishing. Janrain Engage is an enterprise class, turnkey software solution that enables any organization to quickly login users with their existing account on Facebook, Google, Twitter, Yahoo!, MySpace, LinkedIn and additional platforms as well as share their activities with friends on multiple social networks.

Citysearch is the essential local guide for living bigger, better and smarter in your city. Covering more than 75,000 locations nationwide, Citysearch combines in-the-know editorial recommendations, candid user comments and expert advice from local businesses, and keeps you connected to the most popular and undiscovered places wherever you are.
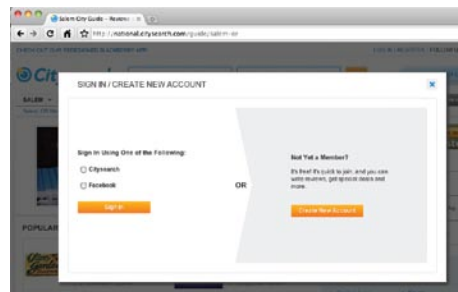
Citysearch uses Janrain Engage to offer Facebook for login.

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The customizable nature of Janrain Engage gives organizations the opportunity to offer login through up to 12 different providers, or as few as just one. Additional functionality provides a seamless experience for a Citysearch user to share reviews and photos back to Facebook. Janrain Engage offers a ready to use interface (widget) for both the login and social publishing features, as well as APIs for sites that prefer to further customize the experience.

Citysearch allows you to share your review from their site to your Facebook news feed with Janrain Engage.

According to Harpreet Ahluwalia, Product Director, Citysearch, "The deployment was smooth and efficient. Janrain has been proactive in terms of reaching out and letting us know if there is a new piece of functionality or upcoming changes - something that can be harder to get when working directly with Facebook."

Additional outcomes and benefits of using Janrain Engage
Citysearch closely tracks new user registration rates and user-generated content (reviews and photos that can be added to a business listing). The more users sign up, the more content can be generated. In addition to providing value to the Citysearch community and its advertisers, the volume and quality of user-generated content have a direct impact on the site's SEO rankings.

Citysearch has seen the following in using Janrain Engage:

- A smooth transition. When Citysearch made the change to outsource Facebook support to Janrain, there was no impact to the user experience.

- Simplified process to make changes. For example, when Citysearch recently made changes to its review form, Janrain handled the integration with Facebook, making the process significantly smoother and easier.

- Analytics to track the number of Facebook logins and social posts on a monthly basis.

- A future proof implementation. Citysearch currently only supports login and social publishing for Facebook, but will have no problem or delay if it decides to add additional providers.

"The real benefits of working with Janrain are the company's responsiveness, and the ease of learning and implementing the Janrain platform. We are evaluating adding other providers based on our user base and now that we have a platform in place, it is relatively easy to add other providers. We can just turn them on regardless of protocols."

Harpreet Ahluwalia, Product Director, Citysearch

Contact Janrain

- sales@janrain.com

- 888-563-3082

- www.janrain.com