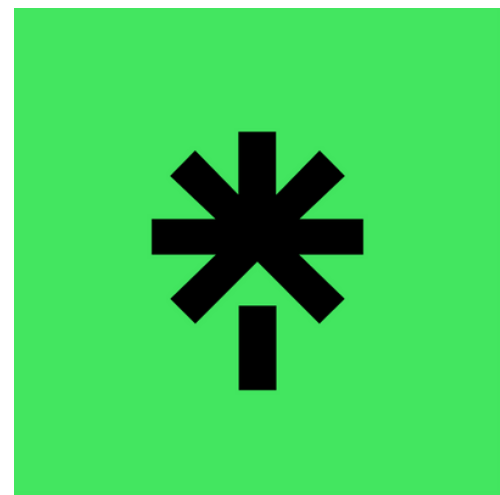




Linktree*

SOCIAL SHARING



Product Teardown

Akshita Singh Bais

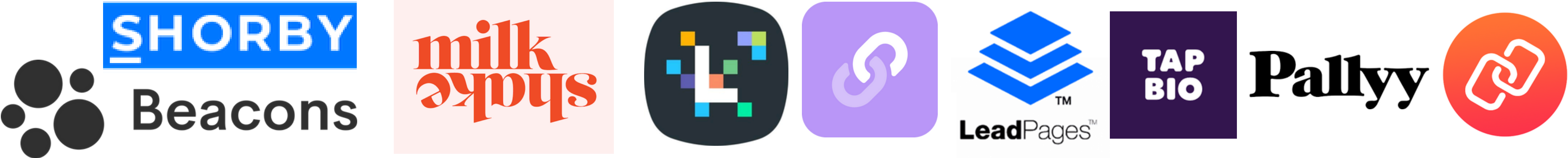
About Linktree*

Key Statistics

Playstore Downloads	10 L+
App Ratings (Playstore)	4.4 ★
Unique visitors per month	1.2 Bn+
Active Users	30 Mn+
Websites using Linktree	70,000+

Linktree is a freemium social media reference landing page founded in 2016 to simplify link-sharing on social media. It allows users to create a personalized & customizable "link in bio" landing page, consolidating multiple links related to their online presence. It pioneered a niche market for such solutions & swiftly emerged as the market leader. It effectively tackles the constraints posed by platforms like Instagram, where users are limited to a single link in their bio, making it difficult to efficiently direct followers to various web destinations.

Competitors



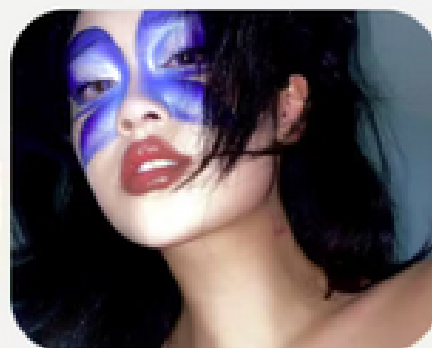
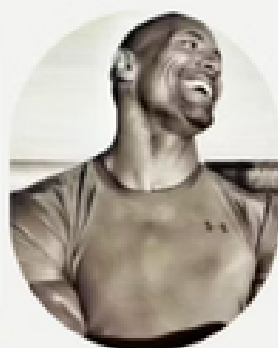
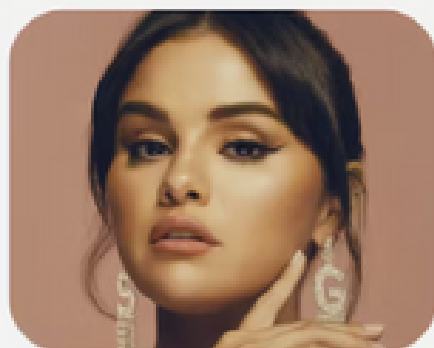
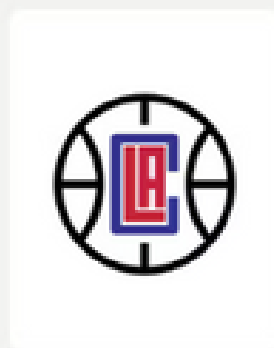
Linktree*'s Vision

Linktree is more than a list of links; it acts as a powerful tool to boost social sharing in a structured manner. It focuses on three key aspects:

- Being platform-agnostic, allowing users to unify their digital ecosystem
- Providing accessible analytics for understanding referral sources & content performance
- Offering unlimited links to support various social media profiles

Linktree integrates powerful link apps to connect, grow, and monetize audiences. It empowers users to curate and own their digital universe effectively and enhance audience engagement.

Top Creators and Companies



All Link Apps 40

Audiomack
Add an Audiomack player to your Linktree

Bandsintown
Drive ticket sales by listing your events

Bonfire
Display and sell your custom merch

Books
Promote books on your Linktree

Buy Me A Gift
Let visitors support you with a small gift

Cameo
Make impossible fan connections possible

Clubhouse
Let your community in on the conversation

Community
Build an SMS subscriber list

Contact Details
Easily share downloadable contact details

Contact Form
Collect visitor contact info and messages

Document
Upload a PDF to share with your visitors.

Facebook
Add Facebook videos to your Linktree

Gleam
Run campaigns to grow your audience

GoFundMe
Promote the causes you care about most

Header
Organize your links and apps

Mobile App
Promote a mobile app & get more downloads

Music
Share music and get more streams

Music Presave
Promote your upcoming music release

NFT Gallery
Showcase NFTs you own on your Linktree

OpenSea
Showcase NFTs on your Linktree

Pinterest
Showcase Pins, boards and more

Podcasts
Get more podcast listeners and subscribers

Reddit
Showcase your Reddit profile

Requests
Earn money by taking paid requests

RSS Feed
Automatically share your latest content

SendOwl
Sell digital products on your Linktree

Snapchat
Promote your Public Profile

Soundcloud
Get your music heard on SoundCloud

Spotify
Share your latest or favorite music

Store
Display your products to boost sales

TikTok Profile
Get more TikTok followers

TikTok Video
Share a TikTok video on your Linktree

Tip Jar
Collect tips and raise funds

Twitch
Get more stream viewers and engagement

Twitter
Showcase your tweets and Twitter feed

Typeform
Get answers with surveys, forms and more

UMG Signup
UMG artist signup link

Video
Add videos right to your Linktree

Vimeo
Add Vimeo videos to your Linktree

YouTube
Share YouTube videos on your Linktree

Overview

User Persona

User Journey

UX Insights

Metrics

Name: David

Age: 32 years

Occupation: Content Creator
(Primarily on YouTube)

Location: Bangalore



Name: Alia

Age: 23 years

Occupation: Student
(Fan of content creators & artists)

Location: Mumbai



Pain Points

- Limited space in descriptions for all relevant links.
- Difficulty tracking performance and analytics of links.
- Time-consuming link management across different platforms.

Needs & Goals

- Streamline online presence with a centralized hub.
- Compatibility with multiple social media platforms.
- User-friendly interface for easy setup & navigation.
- Detailed analytics and insights for link performance.
- Enhance branding and boost engagement to grow subscriber base.

Pain Points

- Navigating multiple platforms to find links on all of the social media accounts and content.
- Difficulty in finding creator's product recommendations.
- Missing creator's updates in fast-paced social media feeds.

Needs & Goals

- Quick and easy access to the creator's content and social media links.
- Stay updated with the creator's latest announcements & community events.
- Discover exclusive content and support creator by buying merchandise & tickets of events and shows.

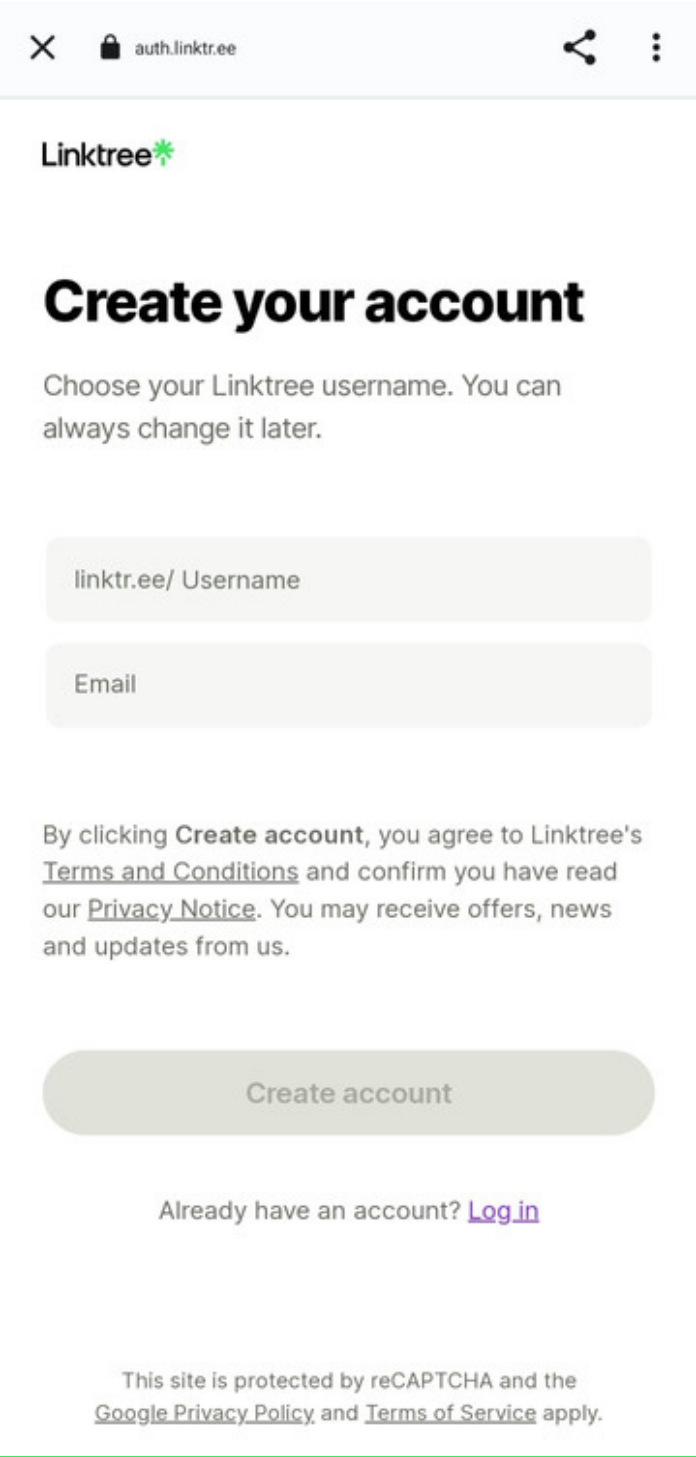
Overview

User Persona

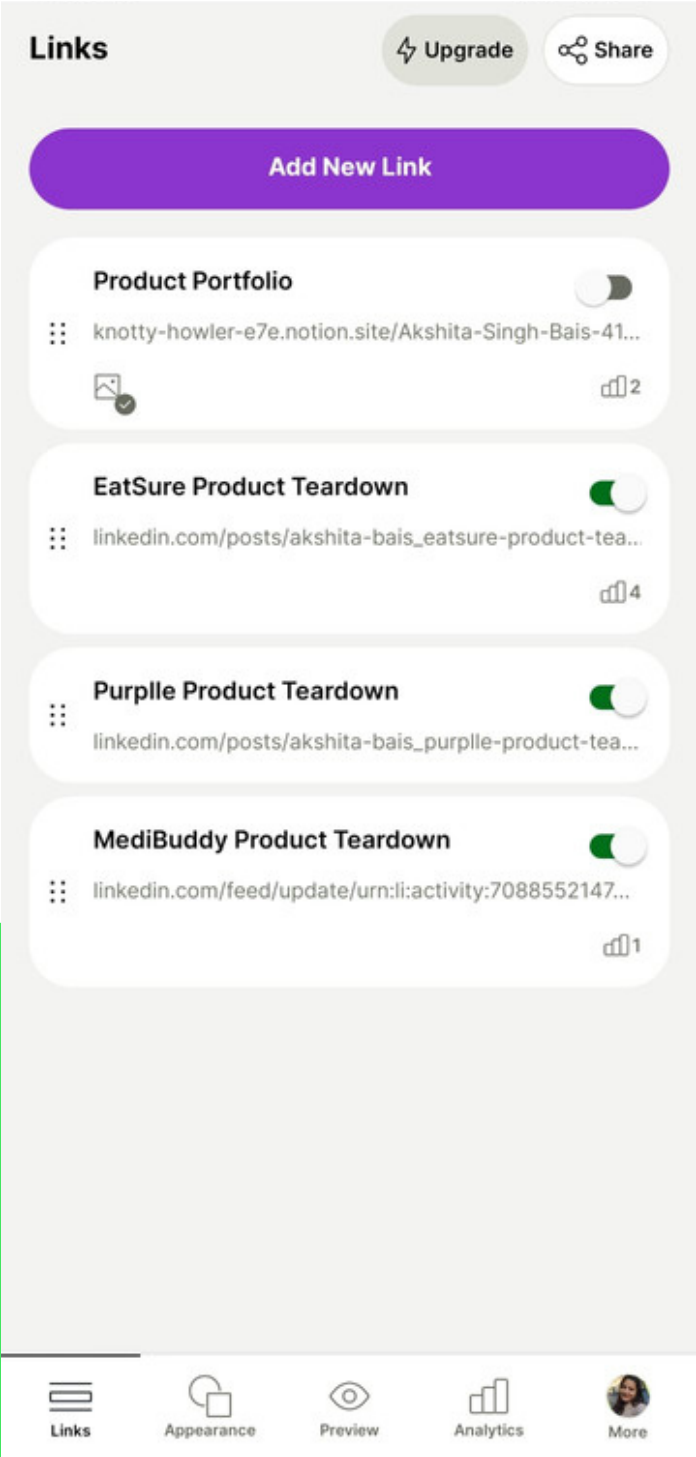
User Journey

UX Insights

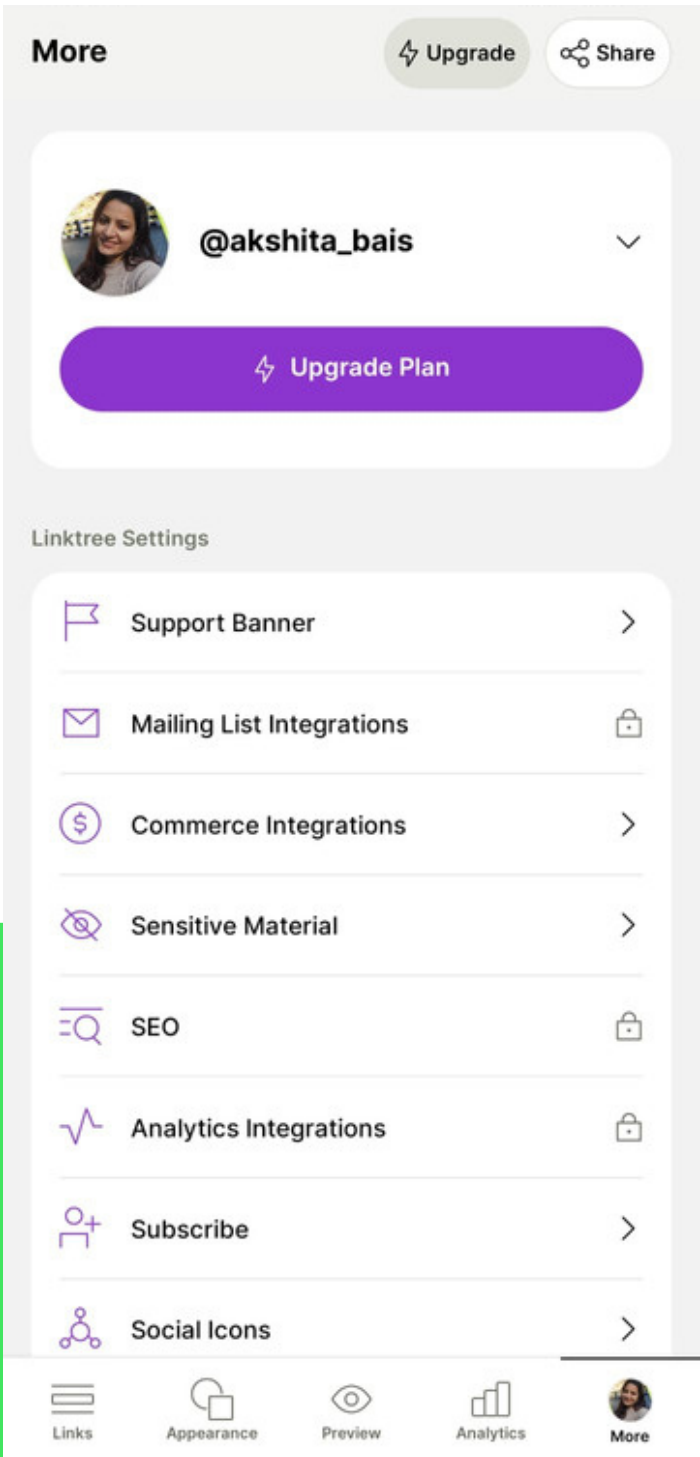
Metrics



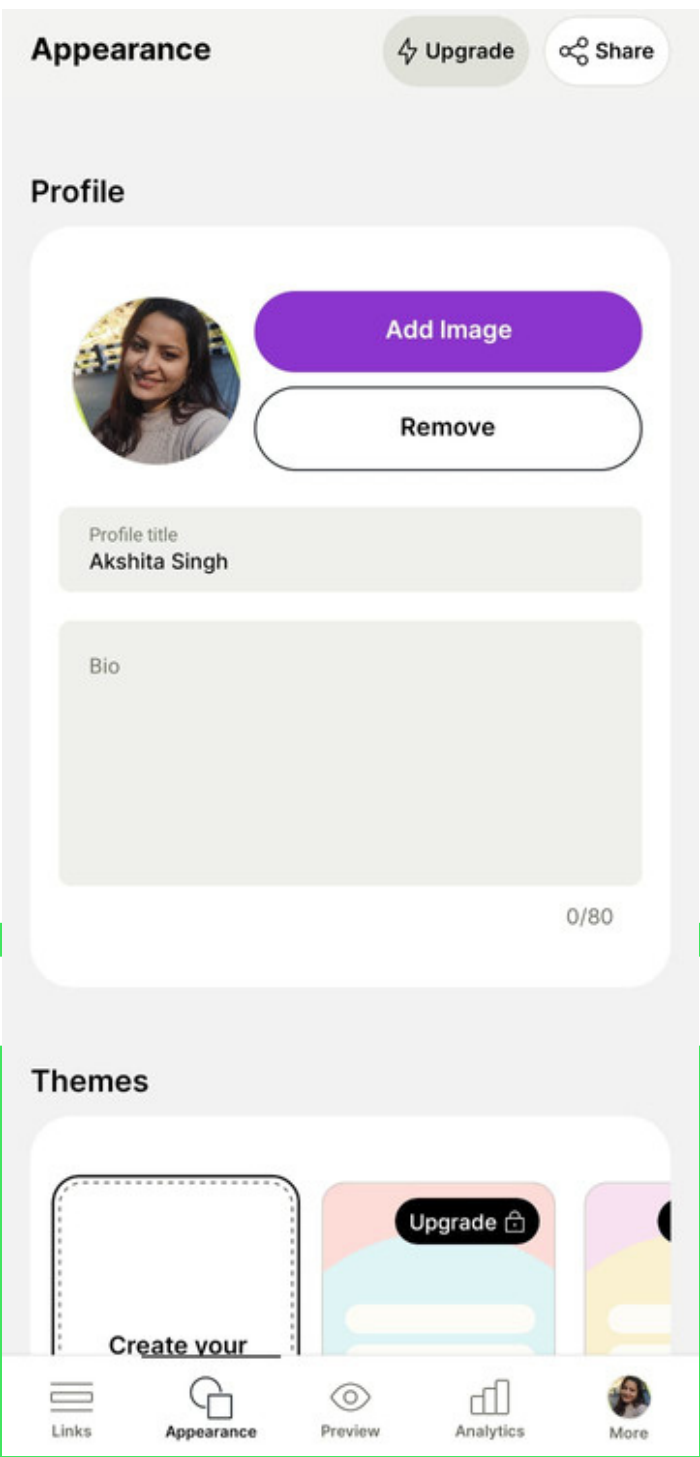
Account creation enabled only through email. Mobile login option should also be given.



Links tab provides the option to add new link and manage existing links.



More tab provides more advance options for customization, including social icons



Appearance tab for choosing layouts, themes, color & other aesthetics. Less options in free a/c



Overview

User Persona

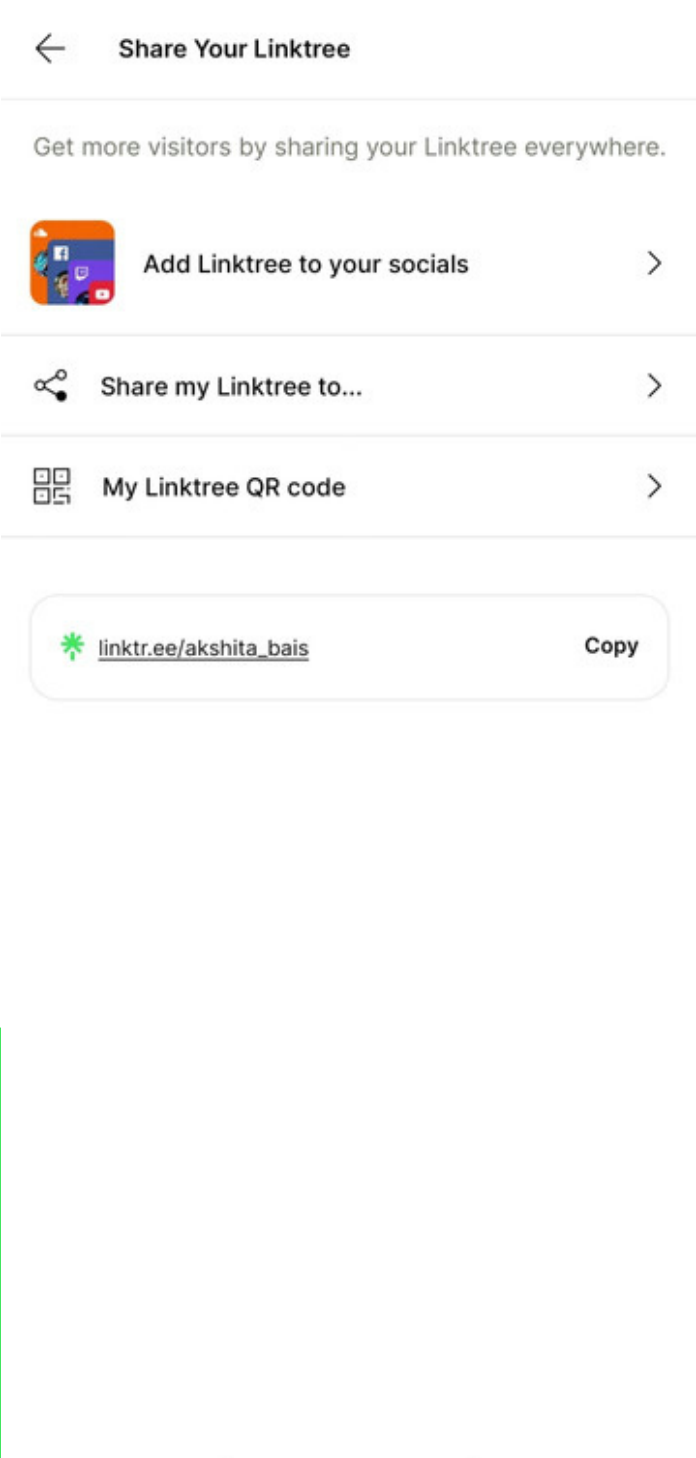
User Journey

UX Insights

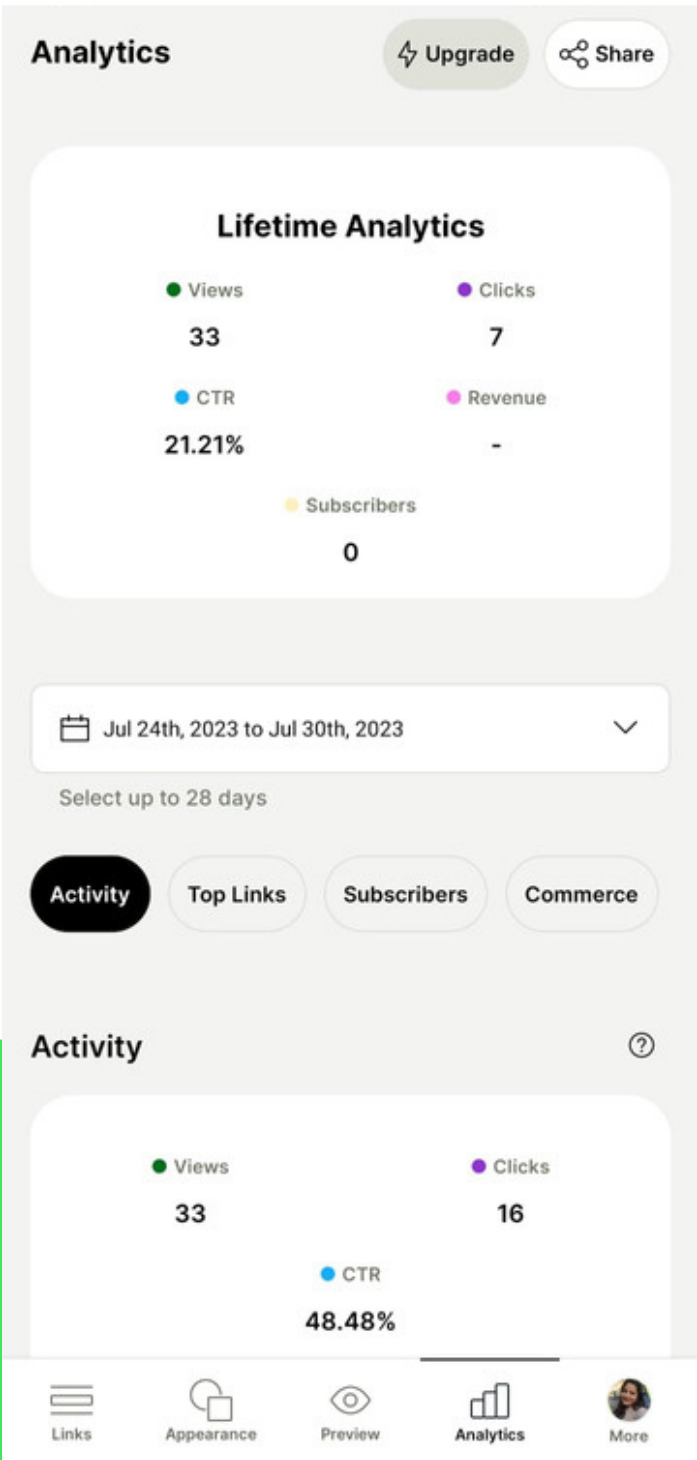
Metrics



Preview tab provides the overall look of the user's linktree page



Share button gives this screen where there are multiple options for sharing the page



Analytics tab provides limited option on the dashboard to see the link's performance



The Linktree page which is accessible through the user's link and it changes in realtime



Pros

- Provides a user-friendly interface and easy setup process for quick creation of Linktree pages.
- Navigation is seamless, enabling users to access various links & content with a single click.
- Easily accessible analytics & insights that helps user in understanding link performance and audience engagement.
- Offers customization options, allowing users to personalize their page to match their brand identity effectively.

Cons

- It has a dependency on external platforms. Any changes or disruptions to the external platforms linked on Linktree can impact the overall functionality and user experience.
- It lacks community-based features, such as forums or discussions, where fans can engage with each other & the creator's community.
- Appearance customization & analytics features are very limited for free users which can hamper user experience.

North Star Metric

Click-Through Rate (CTR):

$$\frac{\text{\# of clicks on the links provided on profile}}{\text{\# of total visits on the profile}}$$

L1 Metric

Views:

of profile views from visitors to a Linktree page

L2 Metric

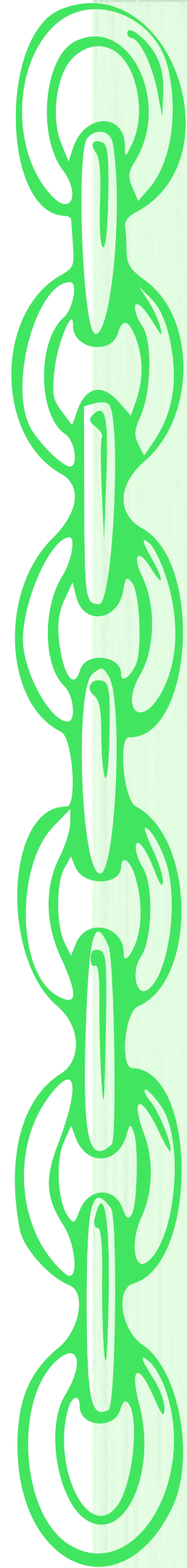
Time to Click (TTC):

Avg time it takes for a visitor to click on a link

Counter Metric

Bounce Rate:

$$\frac{\text{\# of exits from profile without any link visit}}{\text{\# of visit to profile}}$$



**THANK
YOU**