

Indee is a platform for independent filmmakers, and movie studios to distribute their films to reviewers, critics and film festivals. Indee is based in San Francisco, California.

Indee allows filmmakers and studios to upload their film and then send "screeners" to film critics, film festivals and the press. Indee's screeners are a secure way for studios to share a pre-release film to specific people without worrying that the film might get pirated.

## The Challenge

Once a user (filmmaker or studio) logs into Indee for the first time, they need to upload their film. Only after that can they send screeners to their target audience.

Indee found that some users were not uploading their film after they logged in. They were getting distracted by features like analytics and screeners, none of which worked without uploading the film first. In addition, uploading a film involved multiple steps including specifications about the film format and adding data about the film, cast and crew.

## The Solution

Indee decided to create a Getting Started tour using Tour My App. The tour would be shown to users immediately after they logged in for the first time, and would guide users through the steps required in uploading their film.

Indee used the GUI Tour Builder to create the entire tour without having to write code. They selected one of the predefined color themes to match the colours to their site. The total time to create, integrate and customize the tour was less than 8 hours (spread over multiple days).

## Result: 380% increase in Screeners sent

The tour helped focus Indee's users to the important task of uploading the film. Once they completed the task, they were able to get a lot more value from the other features.

After adding the tour, Indee found that there was a greater percentage of successful uploads leading to a 380% increase in the number of screeners sent through their platform.

### About Tour My App

Tour My App allows web product developers to embed guided tours and tutorials within their application. Use in-application tours to onboard new users, highlight features in your app, show a demo, or walk a user through a task. All this without having to write complex code!



*"After adding the Getting Started tour, we found that there was a 380% increase in the number of screeners sent on our platform."*

*Sharan Reddy, CEO  
Indee*

### Overview

- Platform for film makers and movie studios
- Industry: Film & Media

### Challenges

- Working with non-technical users
- Getting users to upload their first film
- Reduce the number of support calls for users who are unable to upload their movies

### Solution

- Created a Getting Started tour to guide users through the task of uploading a film on their first login

### Results

- Increased user engagement by 380%
- Created, integrated and customized the tour with less than 8 hours of effort



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