

## Responsive Web Design (RWD) enables Zorpia to go mobile with minimum fuss and instant impact on business



### About Zorpia

- [www.zorpia.com](http://www.zorpia.com)
- Hong Kong, China
- Social platform

### Goals

- Get into mobile
- Launch a user-friendly mobile site
- Make site management straightforward and efficient
- Save time and money

### Approach

- Use RWD to create the same code structure for all sites
- Adapt layout to suit different devices
- Create optimum user experience

### Results

- 36% increase in mobile user revenue
- 54% increase in click-through rate
- 64% increase in RPM
- Introduction of streamlined approach to design

### About multi-screen

Today, 90% of our media consumption occurs in front of a screen. As consumers balance their time between smartphones, tablets, PCs, and televisions, they are learning to use these devices together. Using the Google multi-screen resources, you can now build a website that offers users a seamless browsing experience, regardless of the device they are using.

### About Responsive Web Design

Responsive Web Design allows publishers to dynamically control the presentation of their websites according to the properties of the screen/device that these are being viewed on. For more information, see **Building Smartphone-Optimized Websites** on the Google Developers site.



Launched in 2003 by current CEO Jeffrey Ng, Hong Kong-based Zorpia puts people around the world in touch via free, unrestricted messaging. Today, the Zorpia network has 31 million members: 40% from India, and 14% from the US.

Unlike other social networks, Zorpia also helps people make new friends online and the easiest way to do so is via their mobile phones. This is why **it was vital for the company to go mobile in a way that offered the best possible multi-screen experience.**

Jeffrey Ng first heard of Google's Responsive Web Design (RWD) online. RWD allows publishers to showcase their business on every screen (desktop, mobile, and tablet) and offers a great browsing experience on every device regardless of the size of the screen. At a Google RWD event in September 2013, Jeffrey realised that with RWD, **"we could use the same code structure for all our sites but change the layout to suit different devices."** It also promised to make site development and management much more straightforward and efficient.

Starting in October 2013, it took Zorpia **just a few weeks to implement a new site using RWD**. The actual coding took even less time and only four people's work. Jeffrey admits to being surprised at "how easy it was for us to make it happen."

*"We always knew there would be an improvement with RWD but never to this extent. It has been a great, rewarding experience."*

**— Jeffrey Ng, CEO, Zorpia**

Since Zorpia's RWD mobile site went live in December 2013, **AdSense revenue among mobile users has increased by 36%**. The click-through rate has increased by 54%, and RPM has shot up by 64%.

RWD has also helped improve the internal culture of Zorpia. The small screen size of mobile forces the company to be very careful about its use of space, resulting in elegant designs which work effectively across devices. From now on, development will focus on mobile first, followed by desktop.

No wonder Jeffrey strongly advises other publishers to "change to RWD as soon as possible!"