

Why Opening Links Outside Instagram Matters More Than Most People Realize

If you've ever clicked a link in Instagram, you've probably noticed something a little strange.

The website opens, but it's not really opening in Safari or Chrome. Instead, Instagram opens the page inside its own built-in browser.

Most people don't think much about that.

But for businesses, marketers, creators, and even everyday users, that tiny detail can create real problems.

That's exactly why [TapClick.to](#) was created.

What TapClick Actually Does

Here's the simple explanation from a recent [podcast conversation](#):

“Instead of me clicking the link and it opening the browser inside Instagram, I click the link and it opens externally.”

That's the core idea.

TapClick creates a smart link that helps open websites in the user's actual browser whenever possible, instead of trapping them inside an in-app browser.

- **Safari** opens on iPhone when possible
- **Chrome** opens on Android when possible
- Existing logins and cookies can work more normally
- The site behaves more like a normal website visit

Simple idea. Big difference.

Why In-App Browsers Can Be a Problem

Instagram's built-in browser is convenient for Instagram. It's not always great for users or businesses.

Cookies and tracking may not work correctly

One of the biggest issues is tracking.

During the podcast, this came up directly:

“I’m logged into Google. Cookies are set. So if you’re running ads as a business, then you have that tracking built in.”

Exactly.

When someone opens your website inside Instagram's browser, analytics and tracking can behave differently than they would in a normal browser session.

- Analytics can be harder to interpret
- Ad attribution can get messy
- Logins may not carry over
- Sessions may not persist normally
- Retargeting and conversion tracking may be less reliable

For businesses spending money on ads, that matters.

It's Better for Users, Too

This isn't only about marketing. It's also about user experience.

A lot of people don't want to completely leave Instagram when they click a link. They just want to check something quickly and come back later.

That was another great point from the conversation:

“I might want to look at this later, but I want to keep being in Instagram.”

When a page opens externally, the page stays available in Safari or Chrome like a normal tab.

- The site stays open
- Users can come back later
- Tabs remain available
- Logins stay active more often
- The experience feels more natural

Instead of losing the page when the Instagram browser closes, the website stays available like any other normal browser tab.

Why Businesses and Creators Are Starting to Care

More and more traffic now comes from social platforms with built-in browsers, including Instagram, TikTok, Threads, Facebook, and others.

That means more website visits are happening inside environments you don't fully control. TapClick helps reduce some of that friction.

For creators, it means:

- A better experience for followers
- Easier sharing
- Cleaner link handling
- Less frustration when people want to come back to the page later

For businesses, it can mean:

- Better analytics
- Better attribution
- Better retargeting consistency
- Fewer abandoned sessions
- More accurate campaign tracking when UTMs are used

A Small Change That Can Make a Big Difference

At first glance, TapClick seems simple.

It's "just a link."

But sometimes small friction points create bigger problems than people realize.

If your audience clicks links from Instagram every day, improving how those links open can improve conversions, tracking, usability, session quality, and user trust.

And honestly, it just feels better as a user.

Key Takeaways:

- Instagram often opens links inside its own in-app browser.
- In-app browsers can interfere with normal browser behavior like cookies, logins, tabs, and tracking.
- TapClick helps open links externally when possible.
- This can improve user experience and make marketing attribution cleaner.

- Creators and businesses can use TapClick for profile links, campaign links, and social bio links.

Glossary

In-app browser: A browser window inside an app like Instagram, TikTok, or Facebook instead of the phone's normal browser.

External browser: The main browser on the user's device, such as Safari on iPhone or Chrome on Android.

Cookies: Small pieces of data websites use to remember users, logins, sessions, preferences, and tracking information.

UTM parameters: Tracking tags added to a URL so analytics tools can identify where traffic came from.

Ad attribution: The process of connecting a conversion, sale, or lead back to the ad or campaign that helped generate it.

Try TapClick

You can create a free smart link at [TapClick.to](https://tapclick.to). Create a link, test it from Instagram, and see the difference yourself.

Original article: <https://tapclick.to/open-links-outside-instagram/>

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