

Why the Instagram In-App Browser Kinda Sucks

What normally happens (the annoying IG in-app browser)

When someone taps a link in your Instagram bio:

1. Instagram opens its **own** in-app browser
2. You're basically inside a "bubble"
3. If the user taps the **X** to close out, and everything disappears
4. The user never actually left Instagram
5. Apps you *wanted* to open (YouTube, Spotify, your own app, etc.) usually **cannot open** from inside that bubble

And because it's not Safari/Chrome:

- No cookies
- No passwords
- No true browser history
- No app handoff
- No persistent session
- Worse user experience
- Higher bounce rate

People spend *seconds* in the IG in-app browser because it's so temporary and limited.

What TapClick.to deep links let you do instead

With deep-linking tools:

- You can **escape** the Instagram in-app browser
- And jump **directly into the real app** the user expects

Why this matters (this is the part most people miss)

Opening a site in the real browser:

- Builds a *real* browser session
- Saves cookies
- Lets users sign in once and stay signed in
- Lets your analytics see a real referrer
- Makes your CTAs (calls to action) pull more weight
- Makes your site feel permanent instead of disposable

With the IG in-app browser, the experience feels like:

"This is temporary and I'm going to lose my place anyway."

With a deep link, it feels like:

“I’ve moved to the real web browser app.”

That alone increases conversions like crazy.

Original article: <https://tapclick.to/why-the-instagram-in-app-browser-kind-a-sucks/>

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