



How Higher App Captures Fan Votes with ChottuLink SDK

The Higher App, a global K-POP fandom platform, is transforming the way fans support their favourite celebrities. At the heart of this seamless experience lies ChottuLink's deep linking SDK, powering millions of daily interactions and enabling accurate vote capture for K-POP idols.

Empowering Fan Engagement

ChottuLink enables Higher users to vote for artists effortlessly, participate in live events like SBS Inkigayo, and share personalised voting links on social platforms. The technology seamlessly bridges the gap between shared content and meaningful fan action.

Even new users landing from shared links experience smooth navigation, thanks to deferred deep linking—automatically guiding them to the right voting page after installation. This eliminates friction and ensures every vote counts, regardless of whether fans are existing users or brand new supporters discovering their favourite idols.



Effortless Voting

One-tap voting for favourite K-POP artists



Live Events

Real-time participation in shows like Inkigayo



Social Sharing

Personalised voting links across platforms

Why ChottuLink Stands Out

ChottuLink delivers enterprise-grade deep linking capabilities specifically optimised for high-volume fandom platforms. The SDK combines cutting-edge performance with reliability, ensuring millions of K-POP fans can engage with their idols without interruption.



Ultra-Low Latency

Votes and content sharing happen instantly, so every fan interaction is counted in real time, even during peak voting events.



Reliable, Scalable Infrastructure

With a robust AWS backend, ChottuLink handles massive surges in traffic without a hitch, ensuring uninterrupted service for millions of Higher users.



Enterprise-Grade Tracking

Every campaign, vote, and shared link is precisely tracked, giving Higher actionable analytics and the ability to optimise fan experiences at scale.

Technical Excellence Delivered

Accurate Deferred Deep Linking

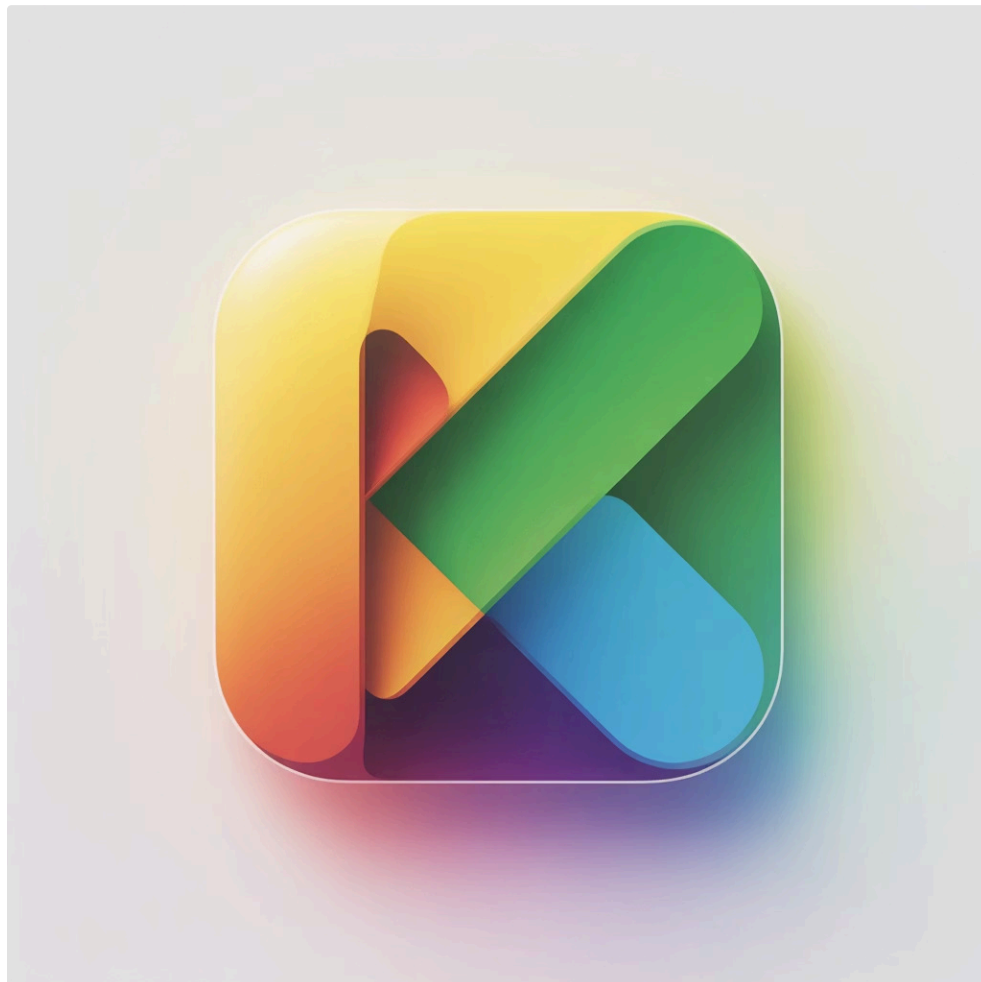
New app users from voting links always land at the right artist page or event, driving higher participation and satisfaction. The technology intelligently remembers user intent across installation.

Affordable Yet Powerful

ChottuLink delivers enterprise-grade capabilities at a fraction of legacy providers' costs, making it accessible for platforms like Higher to run ambitious campaigns without breaking the budget.

Exceptional Support

Time-sensitive fandom campaigns benefit from ChottuLink's fast, knowledgeable support team, standing ready for tech or product queries whenever they arise.



Messaging App Compatibility

Deep links are optimised for KakaoTalk and other popular messaging tools in key K-POP markets, making sharing fast and frictionless. Fans can instantly spread voting campaigns through their preferred communication channels.

Powering the Future of Fan Engagement

1M+

Daily Interactions

Powered by ChottuLink SDK

100%

Vote Accuracy

Every fan vote captured reliably

24/7

Uptime

Uninterrupted service guarantee

By harnessing ChottuLink's advanced deep linking capabilities, Higher delivers an unrivalled fan engagement experience—**real-time, accurate, and incredibly easy**. This partnership empowers fans worldwide to boost their idols and participate in the vibrant K-POP culture, all powered by ChottuLink's innovation and reliability.

The future of fandom platforms demands technology that can scale with passion. ChottuLink stands ready to power the next generation of fan engagement, one vote at a time.