

Using Apptentive from Research and Development, to Beta, to Over 1 Million Monthly Active Users

Apptentive Helps Brand Validate Demand and Organically Grow to 1M+ Customers

A technology company needed a way to prove customer demand for their new mobile product. Unfortunately, the last product that came out of their R&D team was considered a complete failure. They had access to pre-existing feedback tools, but the tools were legacy and hard to maintain. This time, to ensure customer demand, the company needed a new way to gather and listen to customer feedback starting with their beta app.

The team integrated [Apptentive Surveys](#) to reach test consumers in-real time, at key 'mobile moments' optimized for response rate. Surveys were designed to reach test consumers at the point of interaction rather than at random. Apptentive's web dashboard then collected and organized the feedback to share automatic reports with all stakeholders. As an additional benefit, the company was able to continue to use Apptentive after the app went live and exceeded 1 million monthly active users. No change to the code was required, and surveys continued as normal for both beta and post-launch customers.

RESULTS

The team's product was its first new product to go live in two years and was immediately **featured on the homepage of the Apple App Store**. They **increased ratings volume by 15X** and **increased star rating from 3.5 to 4.5**. Of the customers who saw the intelligent ratings prompt, nearly 20% clicked on "Rate Now" and **6% provided feedback**. In doing so, they were able to address customer suggestions and complaints in a private manner, thereby significantly reducing the volume of negative feedback across the app stores. The company continues to maintain their ratings and feedback flow and improving on their use of feedback to guide their product going forward. As the customer proudly told Apptentive, **"Getting people at the point of interaction is a lot more valuable for us than surveying at random."**

About Apptentive

At Apptentive, we're the experts in mobile customer experience and in-app communication. Our in-app messages, surveys, and intelligent rating prompts empower brands to build meaningful relationships with their customers. Our software makes it easy for any company with a mobile app to grow retention, boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of mobile customer conversations every month across the world.

 **Apptentive**

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