



# Fantasy Sports Company Sees **58% of Customers Take Action with Apptentive Notes**

Notes helps drive customer engagement and improve in-app customer communication.

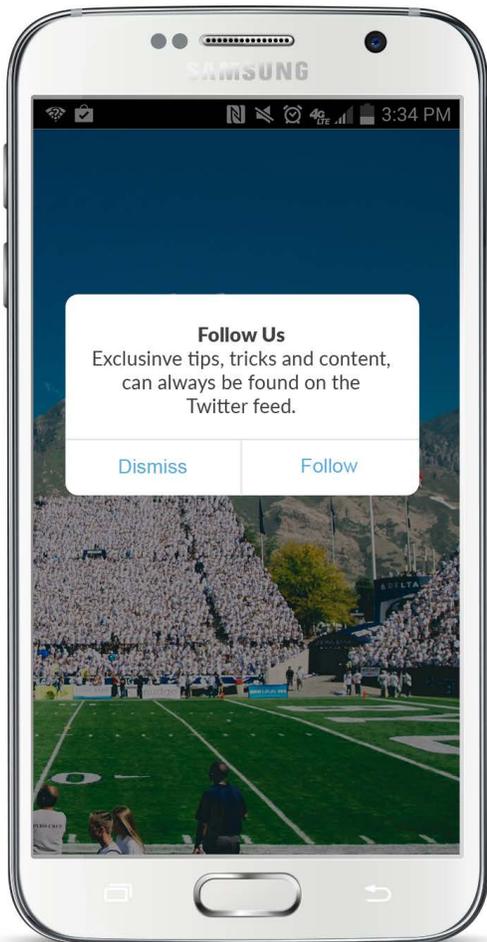
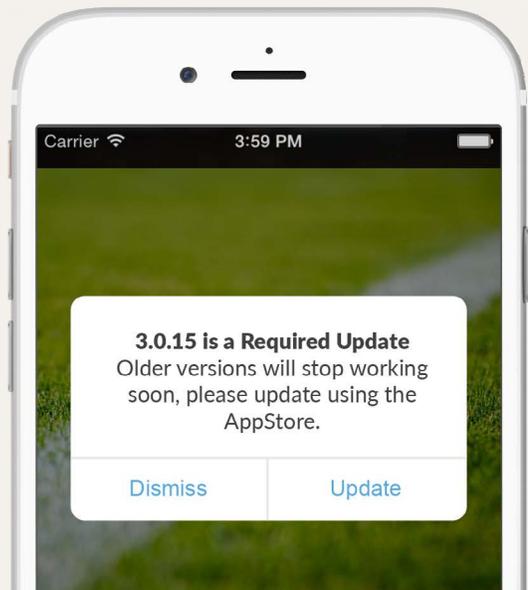
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A leader in fantasy sports has built a tremendous following since its launch in 2011. Between hundreds of thousands of active daily users, droves of loyal customers, and driving massive change in their industry as a whole, the company set the pace for fantasy sports in 2015. Through all of their success, they recognized that what got them successful was always one thing: an obsession with the customer.

In looking for ways to deepen relationships with their customers in a way that was not solely transactional, the company partnered with Apptentive. They first turned on Apptentive's intelligent ratings prompts, with which they were able to intercept frustrated customers and engage them with solutions to their problems. After several months of increased ratings and proactive service, they graduated to using Notes to drive more proactive in-app communication and engagement.

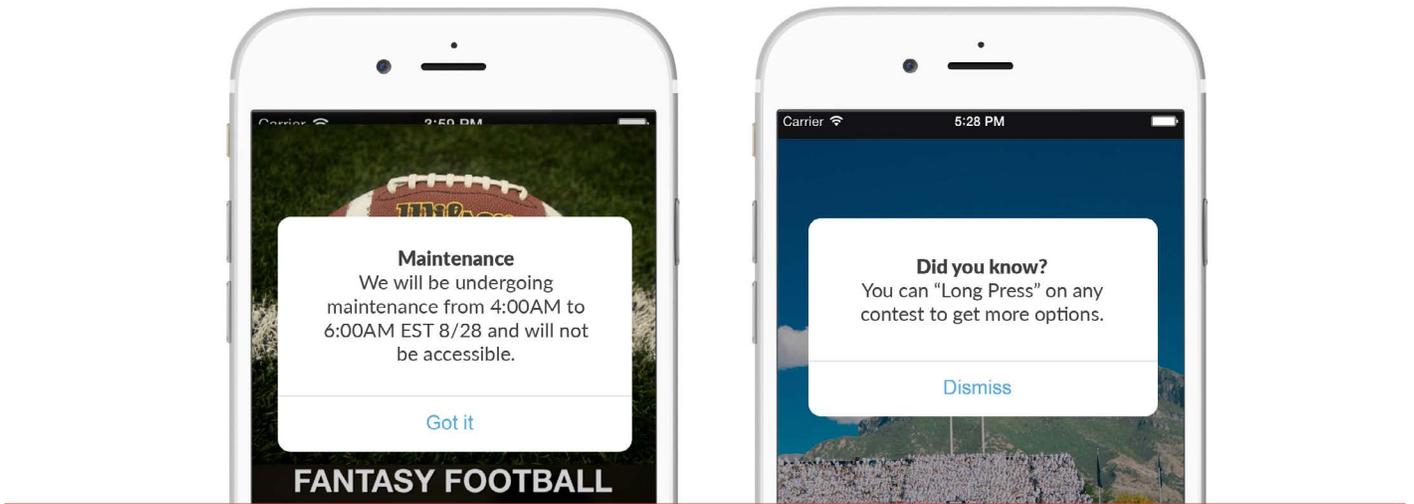
# Customer Engagement, Happiness, and Loyalty

The company saw early success with Notes, especially when it came to increasing in-app engagement. They **sent a Note to iOS customers** to announce a required update, which linked directly to the App Store for customers to easily update the app with one click. **58% of customers who received the Note clicked through to upgrade the app** when they were prompted.



The company also leveraged Notes to help drive their social marketing campaigns. Notes were used to encourage customers to tweet a screenshot with campaign hashtags to be entered to win contests for swag prizes, and to notify customers of upcoming ways to engage with the brand across its social channels.

In addition to powering social sharing, Notes was also used to encourage app customers to drive social following. With a few clicks and some witty copy, a single Note was **sent to iOS customers**, inviting them to follow the company on Twitter. **In just a few hours, 12% of customers who received the Note clicked through to take action** to follow them on Twitter.



Additionally, the company leveraged Notes in the most personal and basic of ways: to send simple, informative notes to their customers that did not require the customers to take action. Notes helped to inform customers about new functionality within the app, offer tips for predictions around upcoming games, alert customers of scheduled maintenance, and to educate customers about new features within the app.

## A Continued Partnership

The company continues to use Notes, along with Apptentive's full suite of products, to help deliver a delightful, engaging experience within their app. By engaging in proactive ways with their mobile customers, they have built trust throughout their community, resulting in lasting loyalty and continued growth within the fantasy sports market.



Apptentive's mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty.

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