



# Actionable Mobile Customer Feedback

Measure shifts in customer emotion and gather actionable feedback across your mobile customer journey.



## Apptentive offers:

### Fast time to value

Integrate within just one day, and get immediate results. Apptentive customers see average survey response rates of 13% and improved app store ratings and reviews.

### Improved retention

Apptentive customers see their 90-day retention results triple the industry average.

### Higher ratings and better reviews

Increase five-star ratings as much as 125% and reduce one-star ratings as much as 80%.

### Low total cost of ownership

Ongoing maintenance and development costs are low. Apptentive virtually eliminates development and maintenance costs once integrated.

### Higher survey response rates

When consumers are given the choice to opt in or out, response rates soar. With Apptentive, you can expect up to 50% survey response rates.

### Interact with more of the right consumers

While most brands only hear from 1% of their customer base—the “vocal minority”—Apptentive brands interact with 1 in 4 customers in real-time.

Apptentive's powerful, mobile voice of the customer solution helps product managers, marketers, and researchers with:



Customer Acquisition



Reputation Management



Customer Retention & Loyalty



Roadmap Prioritization



Closed Loop Feedback



Customer Retargeting



Employee Experience

We power millions of consumer interactions on billions of devices for the world's best brands.

Alaska

Arby's

CNN

ebay

DUNKIN'

The Economist

jetBlue

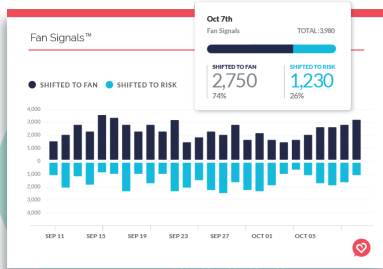
lendingtree

SAFEWAY

SONIC

Zillow

Apptentive is product, marketing, and customer service software that helps companies make predictive decisions based on real-time measurement of their customers' voices. We do this through our robust feature set, including:



### Apptentive Fan Signals®

Measure shifts in customer emotion to predict churn, retain those at risk, and nurture your biggest fans.

### Ratings and Reviews

Rapidly boost customer acquisition and reputation by targeting the right customers at the right times within your app experience.

### Surveys and NPS

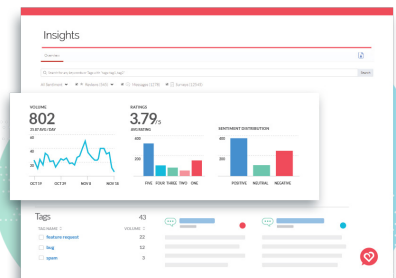
Optimized for mobile with precise targeting, so you can gather a high volume of quality responses from the right customers to make faster data-driven decisions. Quickly retarget off previous survey responses or NPS scores to discover the “why” behind the numbers.

### Notes and Actions

Prompt and inspire your mobile customers to take action in real time.

### Message Center

Turn your mobile app into a direct-connection channel with Apptentive's two-way messaging capability.



### Mobile Web

Extend your voice of the customer initiatives beyond native mobile apps.

### Analytics and Insights

Visualize your customer feedback, emotion data, and key metrics in easy to use dashboards to spot trends and make faster decisions using our powerful analytics.



Apptentive has more depth and scale than anyone else in mobile customer feedback. Based in Seattle, Apptentive was founded in 2011 and is consistently recognized by industry leaders through numerous innovation awards including Deloitte, Seattle Business, and more.

Want to learn more? Reach out to [sales@apptentive.com](mailto:sales@apptentive.com) to start a conversation.