6 Stats On Why Customers Love Apptentive

We help our customers save time, improve response rates, build relationships, and drive lasting loyalty. Here are six stats that show customer results.

24 hours

Fast time to value

Apptentive customers see value within 24 hours of integration, particularly around surveys and app store ratings and reviews.

3X industry average

Improved short and long-term retention

Apptentive brands experience 30-day retention rates averaging 67%, or 3x the industry average.

5 star boost

Higher ratings and better reviews

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

100%

Low total cost of ownership

Ongoing maintenance and development costs are low. Apptentive reduces your development costs by 100% after integration.

50% response rate

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.

1 in 5

Interact with more of the right consumers

Apptentive customers interact with 1 in 5 customers in real time, and are able to launch in-moment interactions to specific cohorts within the first 24 hours of integration.

> Apptentive gives us a platform to pull all of our customers' voices into one channel, and gives us an overall picture of what they say, how we can improve, and how to build our strategy on it. We love the great responses and positive feedback, but we see huge benefit from the critical responses and how we can improve."

KATIE RICE
Product | JetBlue

Interested? Connect with an Apptentive team member today.

*Source: Apptentive customer data from 2020-2021. Results may vary.