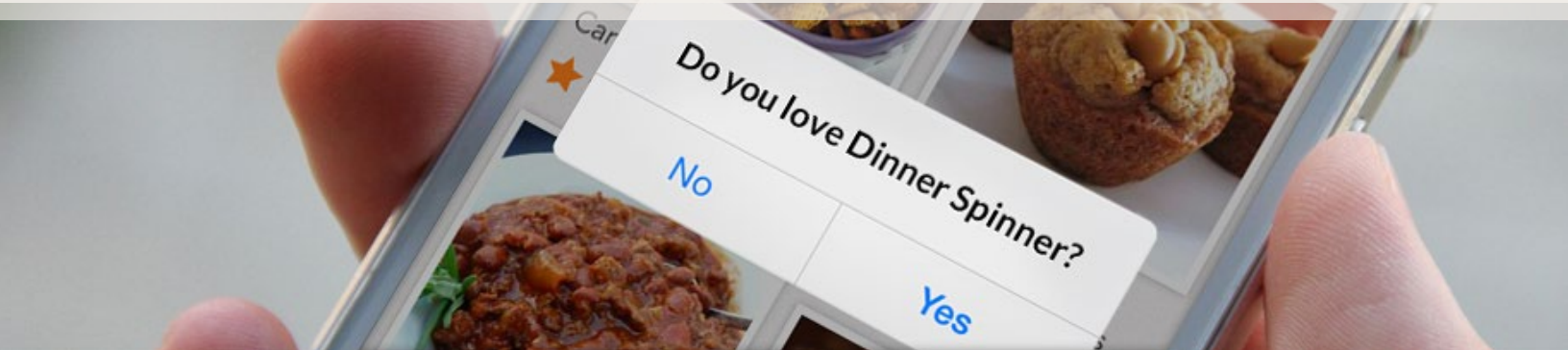




Apptentive Boosts Allrecipes' Mobile App from 2.5 to 4.5 Stars



Allrecipes is the number one digital food brand in the world, comprised of user-generated recipes. After Allrecipes integrated with Apptentive in April of 2014, they have seen an 80% increase in five-star App Store ratings, consistently maintained a 4.5 star app store rating, and gathered over 450,000 pieces of customer feedback.

KEY RESULTS



80% increase in
5-star ratings



4.5 stars in the
App Store



450k pieces of
customer feedback

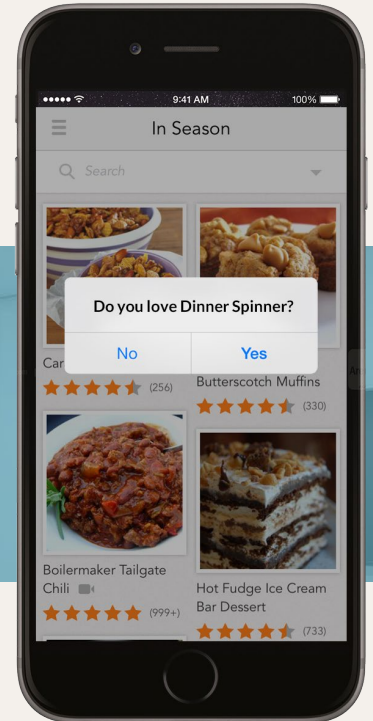
80% Increase in 5-Star Ratings

For Allrecipes, positive customer feedback is crucial to the expansion of their user-generated platform and business. In early 2014, Allrecipes' customer feedback began to plateau, and they knew they needed to reach their app's customers in a different way in order to keep the conversation going.



"Apptentive helped us improve the quality of our product by looking through trending reactions in our community, which helps us make decisions about our product and business based upon the data we pull from the tool."

-Alicia Cervini, Sr. Dir. of Business Strategy & Monetization



To increase the number of positive reviews left by satisfied customers and to boost their overall App Store rating, Allrecipes decided to partner with Apptentive. They integrated Apptentive's software in the Allrecipes app, Dinner Spinner.

Apptentive's intelligent rating prompts enabled Allrecipes to communicate with their customers at key mobile moments within the app, moments where the customer is likeliest to have a positive experience. This allowed them to gauge what customers thought about the app before asking for a review. Serving feedback prompts at the optimal time helped turn existing customer experiences into positive customer reviews that were easy to deliver and capture for both the Allrecipes customer and the Allrecipes team.

Allrecipes is the #1 place for recipes, cooking tips, and how-to food videos—all rated and reviewed by millions of home cooks. Home cooks trust that with Allrecipes they can discover and pass on their favorite food experiences. Community members share recipes, photos, reviews, blogs and even recipe boxes.

Within three days, Apptentive was able to boost Dinner Spinner's App Store rating **from 2.5 to 4.5 stars**. Since seeing this initial boost with Apptentive, Dinner Spinner's App Store rating has **consistently remained at or above 4.5 stars**, and their Google Play rating has followed suit. Apptentive has additionally helped Allrecipes collect over **450,000 pieces of customer feedback** from Dinner Spinner since April 2014, which the team uses to continually improve their in-app experience and build customer loyalty.

A Continued Partnership

After an incredibly successful launch in April 2014, Allrecipes and Apptentive maintain a strong partnership today. Allrecipes continues to leverage Apptentive's platform and uses the insights learned from Apptentive data to make companywide decisions about their product.

Over the course of the partnership, Allrecipes has been able to maintain an **85% Love Ratio**, which is among the highest customer satisfaction scores seen in Apptentive's history and 28 percentage points above the average app's love ratio. Allrecipes has been able to create a better app for their customers with Apptentive's help, which is a big win for both the customer and the brand.



"Apptentive has given us a way to see customer feedback and to respond directly to the user giving the feedback, which allows us to have a two-way conversation with our app users. This dialogue is significant because it makes our users know that their feedback is taken seriously, and shapes the conversation in a way that's positive for both of us."

-Alicia Cervini,
Sr. Dir. of Business Strategy
& Monetization



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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If you're interested in learning more about Apptentive, please contact us at info@apptentive.com