

# Increasing Star Ratings Drives Mobile App Revenue

*Going from 2 to 5-Stars in the App Store Leads to  
40% Increase in In-app Initiated Purchases*

A Seattle-based company known and loved for delivering exceptional customer experience in-store and online was not finding the same success from their mobile app. Despite heavy investment, the company struggled to understand why their 2-star app was poorly received by their customers. Furthermore, they were concerned that a public 2-star rating was causing irreparable brand damage.

The company implemented Apptentive's software into their app and used [Intelligent Ratings Prompts](#). Apptentive helped the team identify and prompt happy customers to leave a rating or review, and provided unhappy customers with an outlet to communicate directly with the company. Through this outlet, the company won back customers and was able to successfully deliver the high level of customer service they are known for, without disrupting their customers' experience.

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## RESULTS

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The positive engagement with mobile customers paid off. Within the first three months of leveraging Apptentive, the company **boosted their App Store rating to 5-stars, saw a 40% rise in 5-star volume, and decreased the flow of 1-star reviews by 1500%**. Furthermore, the company saw a **40% increase in in-app initiated purchases**, making mobile a much larger part of the company's overall revenue.

### About Apptentive

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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**

*Build Loyalty, Spread the Love*

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