



From App Failure to App Success



StockTwits is a social network for investors and traders to share information on public companies in real time. StockTwits integrated Apptentive to get feedback from their customers on how to improve their mobile applications. After many development cycles of incorporating that feedback, StockTwits now boasts a 4.5-star rating in Google Play.

KEY RESULTS



3 Star Increase
in App Store
Rating



Data-Driven
Product
Development

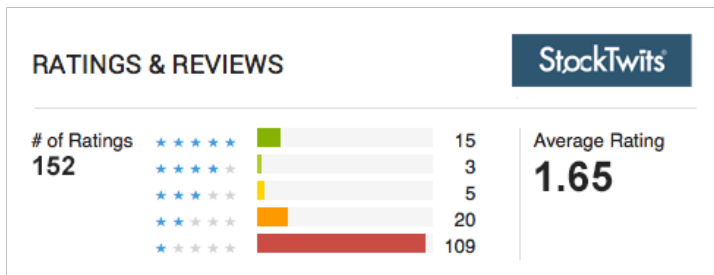


Integrated Customer
Support Across All
Channels

StockTwits' Rating by 3 Stars

A mobile app with a negative rating serves as a poor reflection of a company and often turns people away from even downloading the app. As StockTwits increased their focus on the mobile platform, they realized raising their 1.5-star rating would be an important first step.

Before Integrating Apptentive:



After Integrating Apptentive:

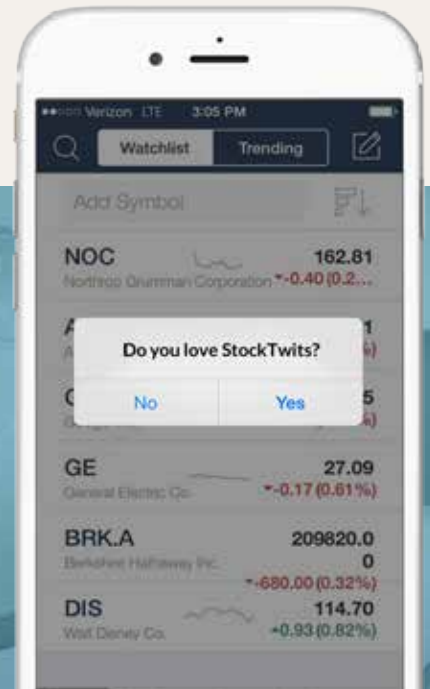


Having feedback, problems, and questions directed to the StockTwits team instead of the public Google Play store was essential to increasing their star rating.



“As we worked on improving our app, Apptentive was crucial to getting more positive reviews and directing those with negative feedback or bad experiences to our doorstep, where we could help them directly, instead of the app store.”

-Justin Paterno, Director of Product



Data-Driven Product Development

As StockTwits invested more heavily in the mobile platform, they needed to be able to show a strong ROI. To do so, they wanted to identify any factors previously creating a poor customer experience and understand what core functionalities needed to be added to the app to increase lifetime value. Before using Apptentive, StockTwits was in the dark about what mattered most to their customers.



“Our customers were an unknown black box when we first released our app. We had little to no feedback or interactions with our customers. Being able to finally get those interactions was super helpful—the hidden gem of the success of our new app.”

-Justin Paterno, Director of Product

Apptentive’s in-app feedback tools powered the conversations that taught StockTwits what their customers wanted, needed, and expected from the mobile app. Based on these conversations, StockTwits was able to implement a strategy to regularly fix and improve what mattered most to their customers.

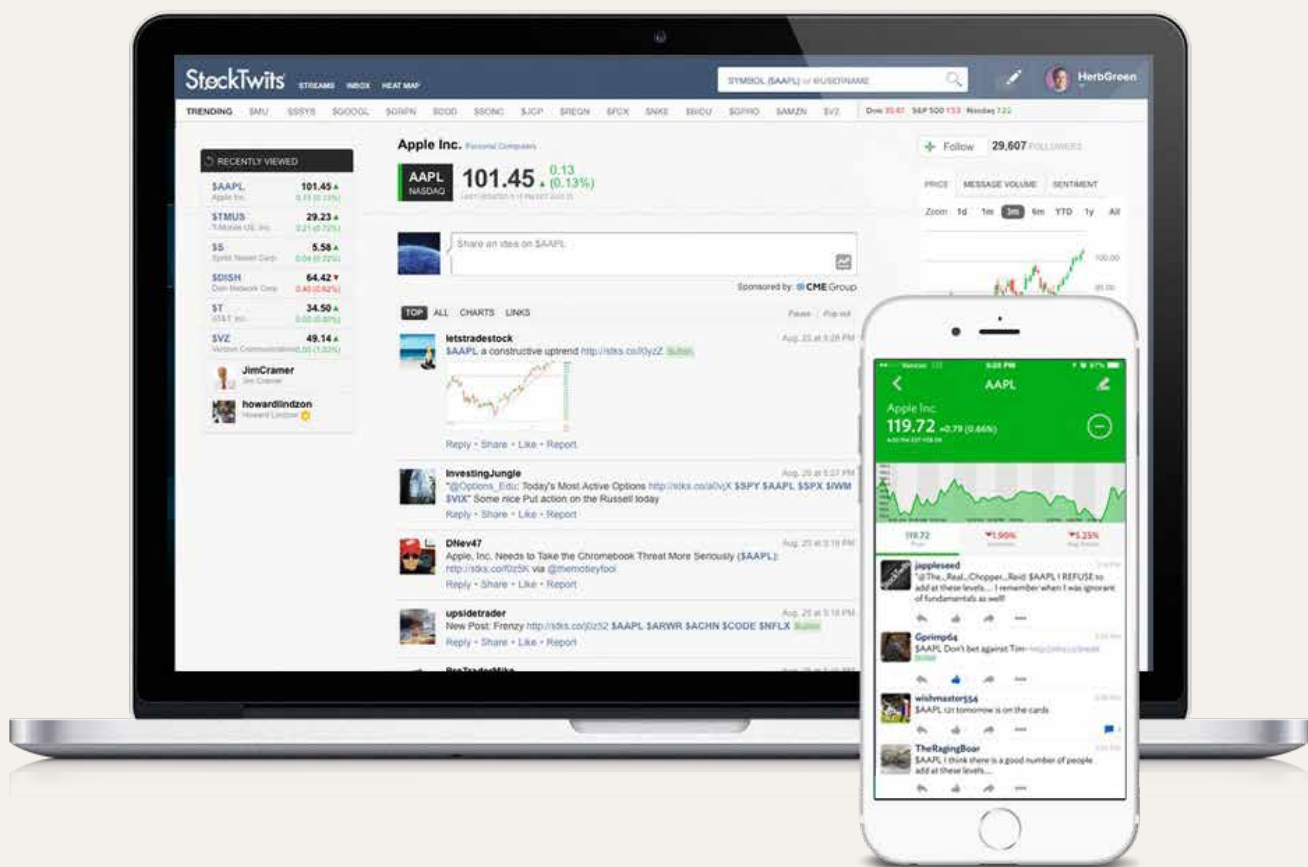
“Every week we meet and review issues brought to us through Apptentive. Understanding how many people have the same issue or want the same thing helps us prioritize our product development and gives us confidence that we are providing our customers with what they need.”

-Justin Paterno
Director of Product

APPTENTIVE PROVIDES

Seamless Support from Web to Mobile

StockTwits' social network for investors and traders was first created as a web app in 2008, and they've long had an established system for providing exceptional support. As they made the move to mobile they wanted to be able to provide the same level of support without having to learn a new support system or deal with multiple inboxes for their web and mobile apps.



"We use Apptentive everyday to make sure we get support issues, feature requests, and questions from our mobile customers. Best of all, it integrates with our online support system, making it very easy for a support team of one, like me, to handle everything in one place."

- Daniel Pfeifer, Customer Support Lead

Being Ready for the Future

WITH APPTENTIVE

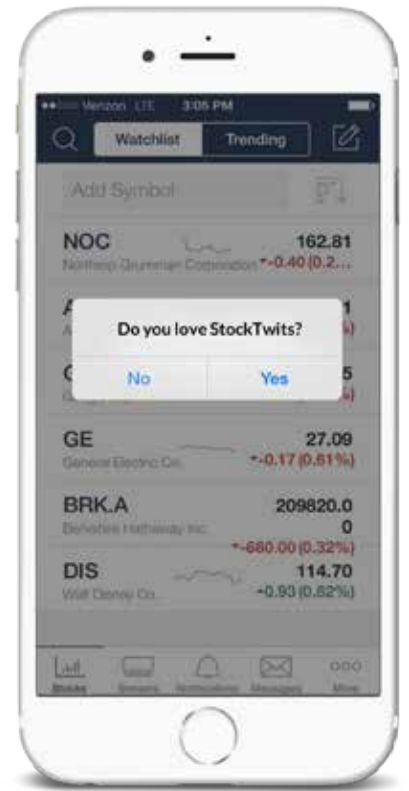
Even though their mobile apps have made great strides in functionality and design, StockTwits believes that continued support and feedback is essential to their long-term success.

Mobile is a fast-paced industry, with a rapidly evolving app ecosystem and device market. StockTwits rests assured that, as mobile changes, they will always know what their customers want and be able to provide an exceptional experience.

"Our mobile usage is growing extremely fast, and I trust Apptentive to make sure we always hear the voice of our customers so that we are aware of every problem or question they have. Apptentive is our lifeline to our mobile customers and gives us confidence that we will always be able to improve our app in the future."



-Justin Paterno
Director of Product



StockTwits®

StockTwits® is a financial communications platform for the financial and investing community. The company was founded in 2008 by long-time investor Howard Lindzon. StockTwits created the \$TICKERtag to enable and organize "streams" of information around stocks and markets across the web and social media. These streams provide new forms of insight, ideas and information that are used by investors, analysts, media and others as they research stocks and manage their investments.

Today, more than 300,000 investors, market professionals and public companies share information and ideas about the market and individual stocks using StockTwits, producing streams that are viewed by an audience of over 40 million across the financial web and social media platforms.

Apptentive

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