

Case Study – GetApp.com – Applications store dedicated to business software, fueled by user-generated content

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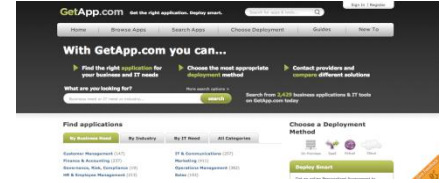
Industry: Business software applications store

of Website Pages: 5,400 (and growing daily!)

Using Kampyle for: 3 Months

About the company:

[GetApp.com](http://www.getapp.com) is an application store focused exclusively on [business software](http://www.getapp.com) with an emphasis on SaaS and cloud-based applications. The site features more than 2,400 applications in 300 categories organized by business needs and industry. It offers [an online tool](http://www.getapp.com) to assist SMBs in choosing the best deployment method as well as a Live Demo environment. GetApp.com serves users in more than 85 countries.



www.getapp.com

“The backbone of GetApp.com is user-generated content, so the importance of getting and capturing user feedback was key from day one.”

The Opportunity:

GetApp.com assists business software buyers with independent, free research services. Buyers use the Web site to [find applications](http://www.getapp.com), as well as content, such as user-generated reviews and online decision support tools. For software vendors, GetApp.com is a low-cost lead-generation engine that provides more qualified traffic than general search engines.

Before the company even launched, GetApp.com was focused on connecting with the users who create content. GetApp.com co-founders, Manuel Jaffrin and Christophe Primault, wanted a powerful feedback solution that would enable them to monitor interactions in real time, react immediately to user behavior, maintain transparency and outpace the competition in a growing market.

During the beta and public launch of their Web site, GetApp.com founders implemented Kampyle to help protect their greatest asset: user-generated content.

The Solution:

GetApp.com required a scalable, automated solution with a focus on analytics that could be deployed quickly and without complex integration.

Kampyle met all of GetApp.com’s requirements, and Jaffrin and Primault implemented Kampyle Feedback Analytics during the public beta of GetApp.com to ensure a smooth and successful start. GetApp.com uses Kampyle on a daily basis to connect with users and customers to manage their suggestions, praise and criticism in real time.

GetApp.com has focused on extracting the greatest possible benefit from user feedback by requesting input selectively and in critical areas of the site. The company makes every effort to conduct personal follow up with users who submit feedback forms, illustrating to its community that the company listens to customers and acts on their suggestions. To further extend the value of user input, GetApp.com shares its most interesting feedback with its community via blog posts, Twitter and other social media.

Alternate methods for gathering user feedback – including traditional survey solutions and one-on-one contact – would have overtaxed GetApp.com’s financial and personnel resources. Kampyle enables the company to quickly, easily and cost-effectively solicit feedback in real time from an unlimited number of users around the world.

Benefits and Results:

From the first day of implementation, Kampyle enabled GetApp.com to track and address bugs and design hiccups, such as browser capability issues. During its launch, the site’s traffic surged and the amount of feedback grew exponentially to more than 100 items within a couple of days. Kampyle enabled GetApp.com to use that feedback to solve problems, improve the functionality of its site and directly engage with users to increase conversion rates.

Today, GetApp.com receives 20 times more feedback from Kampyle than from its “contact us” form. About 25 percent of the company’s reviewers leave their contact information via Kampyle. Of those, 40 percent become subscribers after engaging with the GetApp.com team through the Kampyle application.

Kampyle saved GetApp.com time and money over alternate methods for gathering user feedback. Instead of using labor-intensive quality assurance testing during its launch, GetApp.com relied upon user input via Kampyle and was able to re-assign one full-time employee to a more value-added task. Early visitors to GetApp.com used feedback forms to identify bugs, which the company then fixed in record time, five times faster than a traditional “contact us” form would have allowed.

“One of the main premises of our business is that the voice and opinion of the user is the most reliable indicator of a product’s value,” said Jaffrin. “Our users know better than anyone what works, what doesn’t and what could be better on our site. Kampyle allows us to tap into that expertise every day, enabling GetApp.com to work closely with customers and improve our offering.”

[Kampyle for Websites](http://www.kampyle.com) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.