

# From micro to macro customer visibility

Combine **Apptentive's** in-app customer feedback with **Quantum Metric's** behavioral and technical insights across 100% of customer sessions. Our integration gives you deeper understanding of the app experience and helps you prioritize issues that impact customer satisfaction, conversion, retention, and revenue.

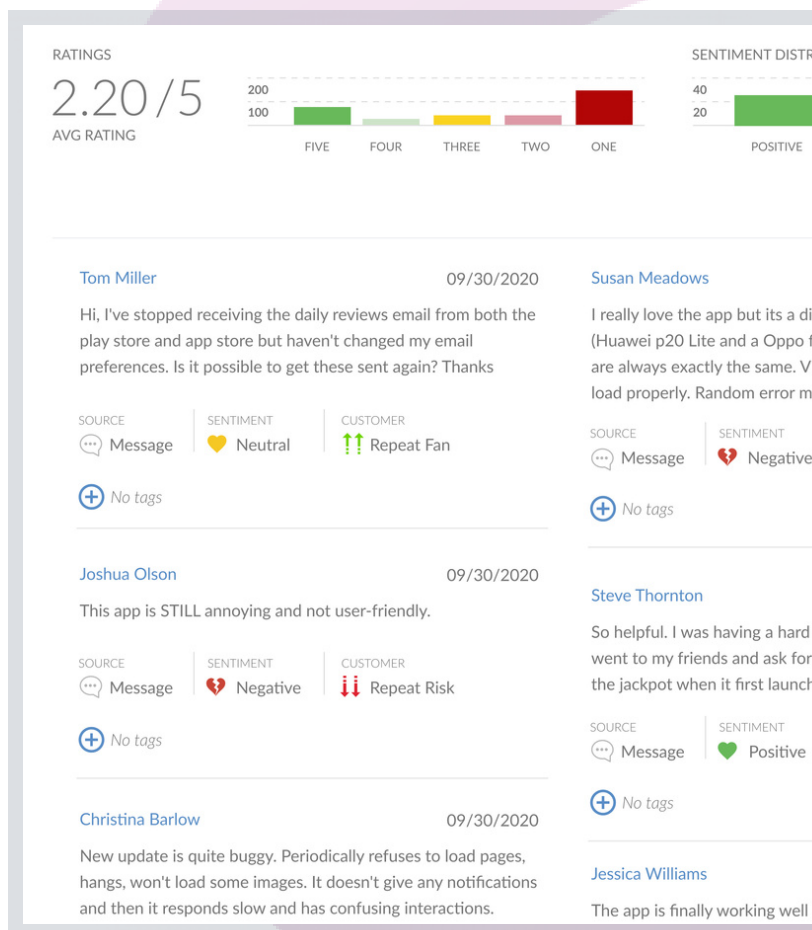
## Combine in-app feedback with visual evidence for faster insight

**Apptentive** intelligently targets and gathers feedback across the entire mobile customer journey, with up to +90% response rates.

**Quantum Metric** links every response directly to the session replay, and includes behavioral and technical details for further diagnosis.

**Gather faster insight into the critical moments that lead to customer friction or engagement.**

*With Apptentive, gather in-app feedback across the journey and measure customer sentiment and emotion.*



## Instantly quantify customer feedback to prioritize action

**Apptentive** measures sentiment and emotion, down to the individual customer.

**Quantum Metric** segments analytics and session replays for all customers who had the same sentiment, emotion, and experience, while instantly calculating the overall business opportunity.

*Instead of chasing squeaky wheels, prioritize improvements that move the needle on customer satisfaction, conversion, and revenue.*

*In Quantum Metric, view the session replay, behavioral and technical insights, and instantly quantify with “see more.”*

