



Digital Adoption Platform Report

Discover why Appcues is the right solution for you

OVERVIEW

About this report

There are a lot of platforms currently in the market that are focused on helping you deliver great product experiences, and that can make choosing the right partner difficult. With that in mind, we've taken some time to break down the latest G2 report to show you how Appcues matches up across the key metrics customers care about. Use this report to identify the different features and functionality you need from a Digital Adoption Platform (DAP) provider.

Essentially, we want to prime you with everything you need to answer two core questions: "what do I care most about when choosing a DAP provider?" and "why Appcues?".

Let's dive in.

 **Fun fact:** G2 is an Appcues customer 🤗

ABOUT G2



G2 is the world's largest and most trusted tech marketplace where people can discover, review, and manage the software they need to reach their potential. Their quarterly reports help users discover the right solutions to solve real-world problems and streamline the buying process to quickly identify the best products based on the experiences of their peers.

G2 uses real-user satisfaction ratings from review data to calculate industry leaders and in this most recent quarterly report, Appcues has, once again, been recognized as a market leader in several areas.



Appcues is a Digital Adoption Platform Leader

G2 Digital Adoption Grid Quadrants

Contenders

Contenders are platforms with high market presence scores—their product satisfaction scores are below the category average.

Market Leaders

Market Leaders have the highest scores for both product satisfaction and market presence.

👉 Where Appcues sits 🤔

Niche

Niche solutions have low market presence and product satisfaction scores compared to the rest of the category.

High Performers

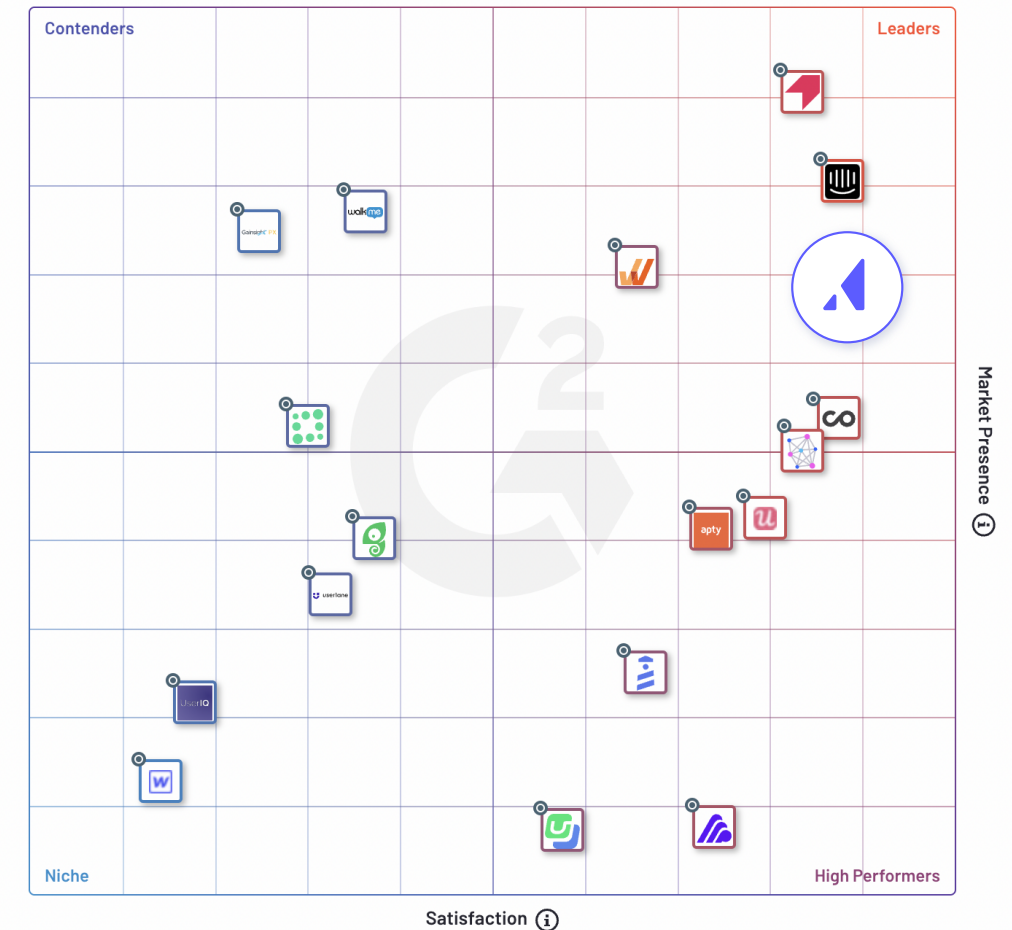
While High Performers have high product satisfaction scores, they trail the rest of the category in market presence.

Mid-Market Grid® for Digital Adoption Platforms

G2's Mid-Market Grid for Digital Adoption ranks platforms by product and customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social audience).

Why does it matter?

The best product experience wins. And Appcues is determined to help you deliver just that. Trusted by over 1,500 innovative product-led businesses around the world, Appcues empowers non-technical users to build personalized experiences that improve how users interact and engage with your product.



G2 Grid® Scoring



Can't stop, won't stop

Appcues is a Personalization Momentum Leader. But what does that mean? G2 uses social, web, employee, and review data to determine a company's level of growth and momentum. That momentum score is pulled alongside a product's satisfaction score, to identify products growing quickly in their space. Products identified as a Leader in the Momentum Grid® rank in the top 25% of their category's products by their users.

Why It Matters

At Appcues, our ability to move fast is directly tied to our customer's ability to deliver value to their users sooner. That's why we are focused on creating long-standing growth, building new features, and delivering on our roadmap.

And consistency matters.



G2 user satisfaction ratings

With Appcues, you not only get an industry-leading platform, but you also get a partner in building incredible product experiences that drive results. Our platform is designed to be easy so that you can create, publish, and iterate quickly for faster time to value. And you can tap into our extensive team of experts and resources for tips and best practices.



Based on 228 reviews

When you purchase digital adoption software, you aren't just picking a platform, you're picking a partner in product experience. So make sure that your partner has the right resources and support to help you succeed.

AREAS OF SATISFACTION (BY RATING)

	 Appcues	 pendo
Ease of doing business with	94%	91%
Ease of use	89%	86%
Ease of setup	87%	83%
Ease of admin	90%	87%
Quality of support	94%	89%
Product direction (% positive)	91%	88%
Likelihood to recommend	93%	90%
Survey implementation	90%	88%
Data analysis	81%	85%
User segmentation	90%	88%
Behavior-responsive messaging	88%	85%
Text-bubble walkthroughs	94%	88%
Net promoter score	★ 81	69



EASE OF SETUP, USE, ADMIN

We work hard to make it easy



THE RATING

Ease of Doing Business With - **94%**

Ease of Use - **89%**

Ease of Admin - **87%**

Ease of Setup - **87%**



Appcues is so easy to use and customizable that it has become one of my favorite work programs. I'm not super tech-savvy, so I love how intuitive and fast its system is.

Emily L.

Content Specialist

Our approach

Appcues ranked #2 for User Satisfaction earning high scores across every critical “ease of” category. That’s because we work hard to make it easy for you to do everything from installation to building, targeting, publishing, analyzing—and everything else in between.

Why it matters

If you want to move quickly, an unintuitive product with a steep learning curve means weeks, if not months, before you’ve kicked off. That’s time and resources wasted, which is why ease of use is top of mind at Appcues.



We only succeed when our customers do



THE RATING Quality of support - **94%**



The app's functionality isn't the only thing to love. The customer support we've received is also excellent. They really want us to succeed, and it shows.

Palmer M.

Our approach

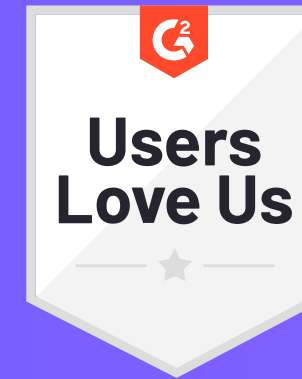
At Appcues, our team isn't just friendly and fast to respond, but they are also armed with expert knowledge, best practices, and tips because we know that product managers, customer success managers, marketing managers, and other roles depend on Appcues to deliver effective onboarding, drive product adoption, collect user sentiment, and other crucial goals.

Why it matters

If your organization is new to creating product experiences (or even product-led growth), it can be hard to know where to start. Appcues' customers can always lean on our leadership team and support from our staff of experts. They work in tandem alongside your team to help ensure you are successful in meeting your business goals.



Customer feedback shapes our future



THE RATING Quality of support - **94%**



"I've been doing product marketing for 10 years and I've experienced a million different ways of approaching 'good' onboarding. But through it all, I have become a natural evangelist for Appcues. I have seen firsthand how powerful it is to equip product marketers with easy-to-use tools that puts them in the driver's seat of crafting memorable customer experiences. I love how easy it is to take an idea, build it, test it, and measure success - all without ever asking a favor of my dev team. It's a win-win for everyone."

Alicia C

Head of Product Marketing

Our approach

We're laser-focused on building products and features our customers need to create the most valuable product possible. And that makes for some enthusiastic Appcues' customers (or as we like to call them, Appcusties).

Why it matters

It's critical to choose a partner that's regularly investing in their product—but it's more important that they're investing in their product in ways that directly benefit you and your team. Make sure the tool you choose has a clear roadmap and that it includes the features and functionality you care about the most.

Some solutions spread out their roadmap across various use cases and products in an attempt to be an all-in-one solution. This may work for you. On the other hand, Appcues is all-in on helping you create product experiences that drive activation and adoption—and our roadmap reflects this singular focus.



Collect actionable data at scale

THE RATING Survey implementation - **90%**



“We launched our NPS survey in-app with Appcues and tripled the number of responses in half the amount of time [as other methods].”

Kendall A.

Senior Customer Marketing Manager

Our approach

With in-app surveys, you can target specific user segments and gather data in real-time. It's hands down the most effective and reliable way to capture user sentiment.

Why it matters

There's no better time to take the pulse of your customers than when they're actively using your product. Make sure your in-app surveys are flexible and easy to implement so that you can capture important feedback regularly.

A mockup of an in-app survey interface. At the top, a blue box asks "Are you enjoying our new feature?" with a rating scale from 1 to 10. Below this, there are two white boxes. The left box is titled "FEEDBACK" and asks "How could we improve this feature?" with a text input field and a "Submit" button. The right box is titled "What new features would you like to see?" and lists four options: "Tagging within projects", "Exporting data as CSV", "In-app team collaboration", and "Improved analytics". The first two options are selected with radio buttons. There is a "Submit" button at the bottom of the right box.

Deliver personalized experiences that win

THE RATING User segmentation - **90%** Behavior-responsive messaging - **88%**



“The granular targeting supported by Appcues is tremendous; you pass a wide variety of user attributes to Appcues and use that to segment your user base with enterprise-level precision.”

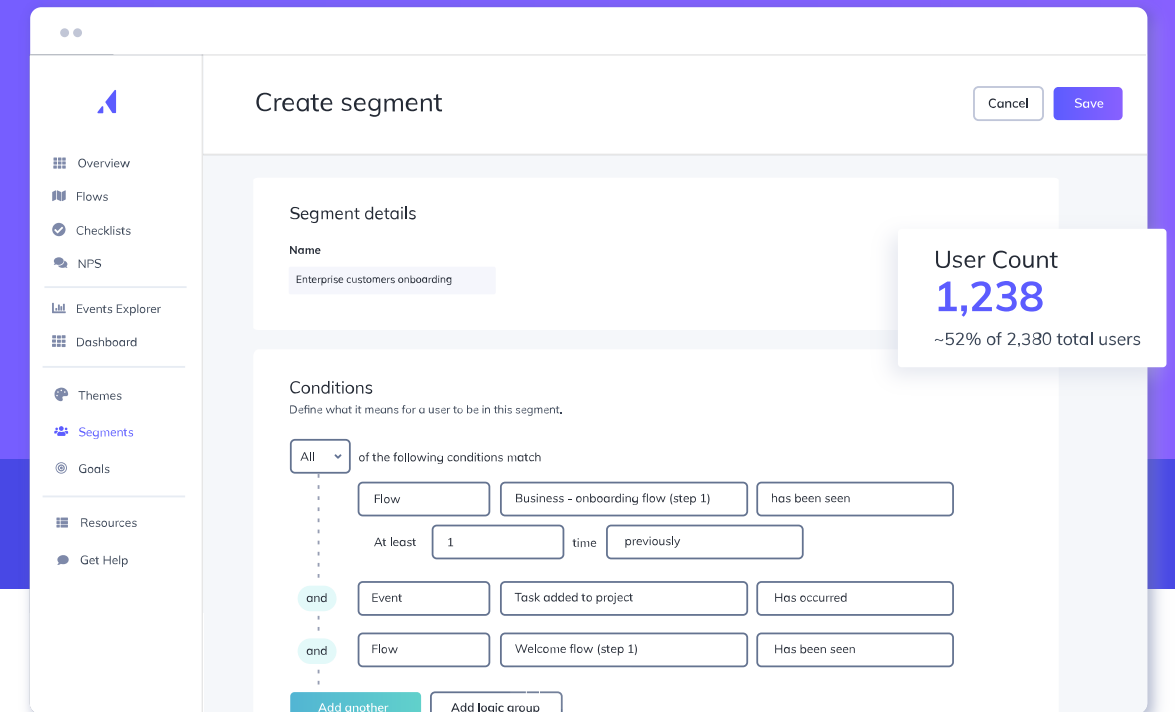
Joseph P.
Product Analyst

Our approach

Tap into powerful segmentation and targeting for more personalized experiences. Then filter your analytics by these segments to learn how to drive more impact. Rinse and repeat.

Why it matters

Delivering the right message to the right user at the right time is critical for experiences to be relevant and impactful. And that might seem standard, but not all products are created equal. Understand your audiences and the experiences you'll want to deliver to each and choose a product with reliable segmentation and reporting capabilities that you can count on.



Create beautiful product experiences effortlessly

THE RATING Text-bubble walkthroughs - 94%

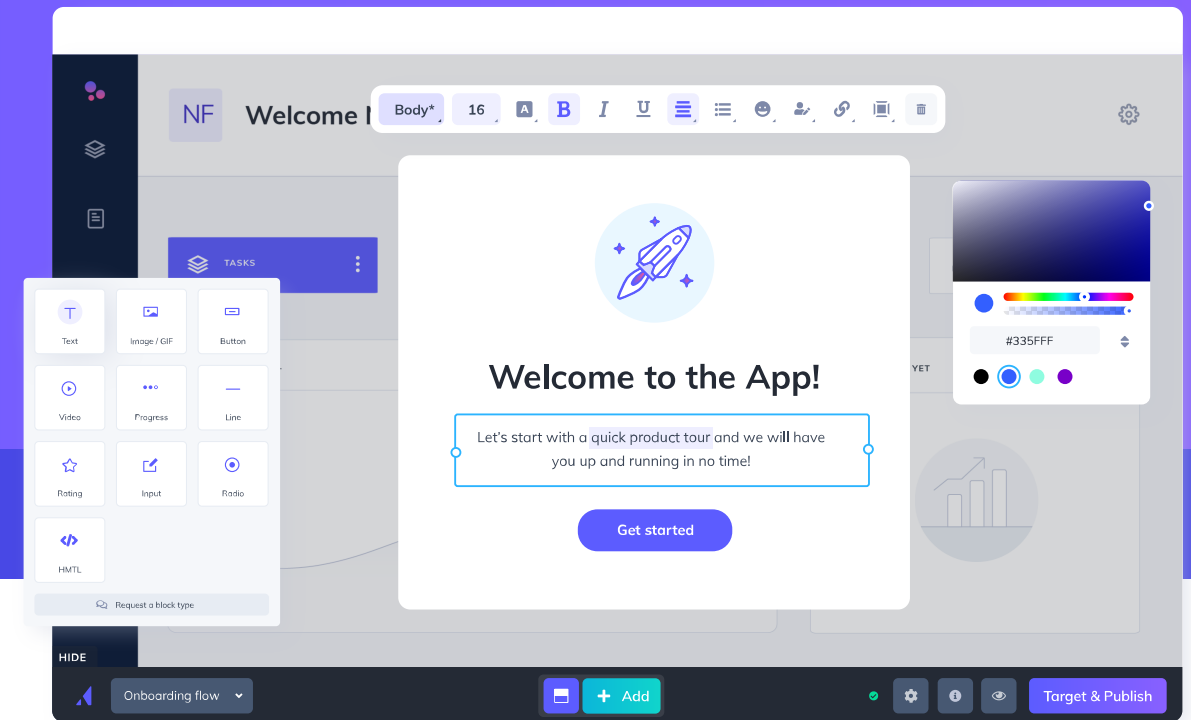


“Appcues is brilliant for a few reasons:

- It's really straightforward and simple to use
- You author your contextual help or info in the context of the app itself
- It's flexible in terms of styling and placement and flow, but not overly complicated
- You can quickly iterate on your flows without having to update your app”

Caleb H.

VP of Product



Our approach

Quickly build and iterate on native-looking in-app experiences that impact user behavior and lead to healthier, more engaged users. No setup friction, no engineering support, no hassle.

Why it matters

Empower anyone on your team to quickly build, iterate, and publish seamless, on-brand experiences for your users—no need to bug your developers!



Activate your product-led growth strategy with Appcues

Not sold on us yet? Let's take a look at the average uplift that our customers have seen across some of their most important business metrics.

Key metric	Activation rate	Time-to-value	Free-to-paid conversion	Adoption rate	Customer retention rate	Net promoter score (NPS)	Net revenue retention
Customer benchmark	30.33%	56.2 days	14.65%	33.67%	79.2%	29.66	102%
Appcues impact	 13.62% increase	 13.18% increase	 7.77% increase	 14.28% increase	 5.36% increase	 10.24% increase	 5.97% increase

And that's just the beginning.



55% 
User activation



60% 
User activation



112% 
Feature adoption



20% 
User retention



3X 
Increase in upsells





Digital Product Adoption Leader