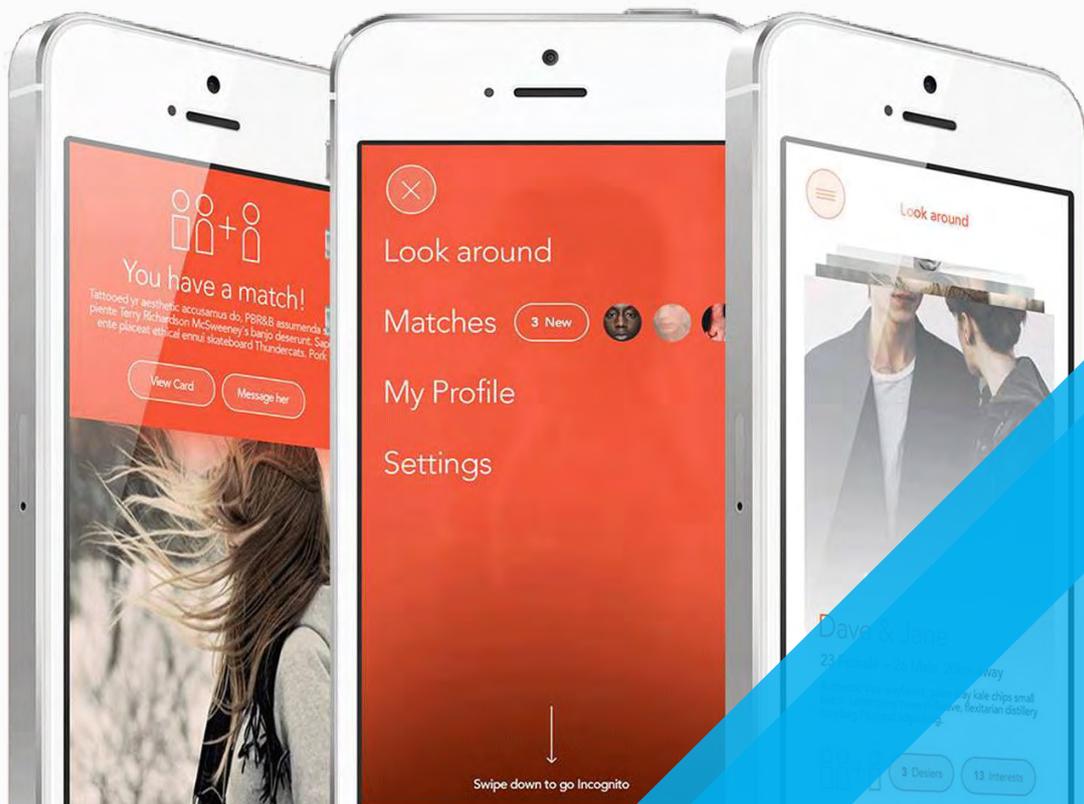


# Rollout.io Case Study

## Feeld Provides a Better User Experience with Rollout.io



# About Feeld (previously called 3nder)

Feeld is the leading dating app for open-minded humans. The only app that is inclusive of all 23 formally recognised sexualities, limitless swipes and privacy offered at every turn. Feeld helps people explore sexual curiosity on their own terms. The company is driven by ethics and aesthetics, and making sure their users are happy is a daily focus.

Feeld launched in 2014 after the founders were looking for an app that helped them explore their own sexuality, but couldn't find anything that appealed to them or their needs. They decided to do something about it and created Feeld to give singles and couples a place to meet and connect in a positive and open environment.

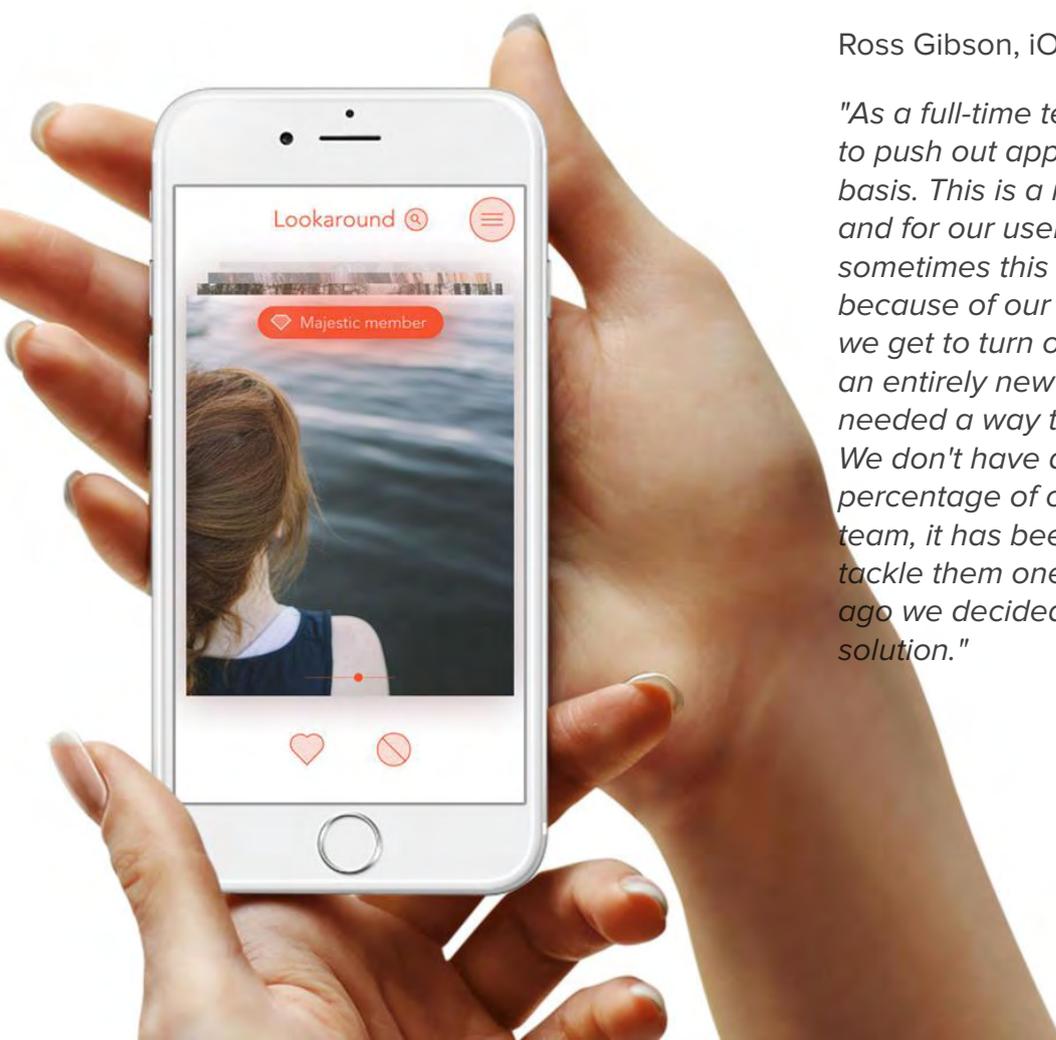
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## The Challenge

The code in the Feeld app had seen many lives. The platform was initially built with a small amount of funding, and during its first 18 months, was touched by many hands all over the world. During the next 6 months, Feeld hired full-time development, engineering and marketing teams which meant the app was finally getting the love and support it not only needs, but deserved.

Ross Gibson, iOS Engineer at Feeld says:

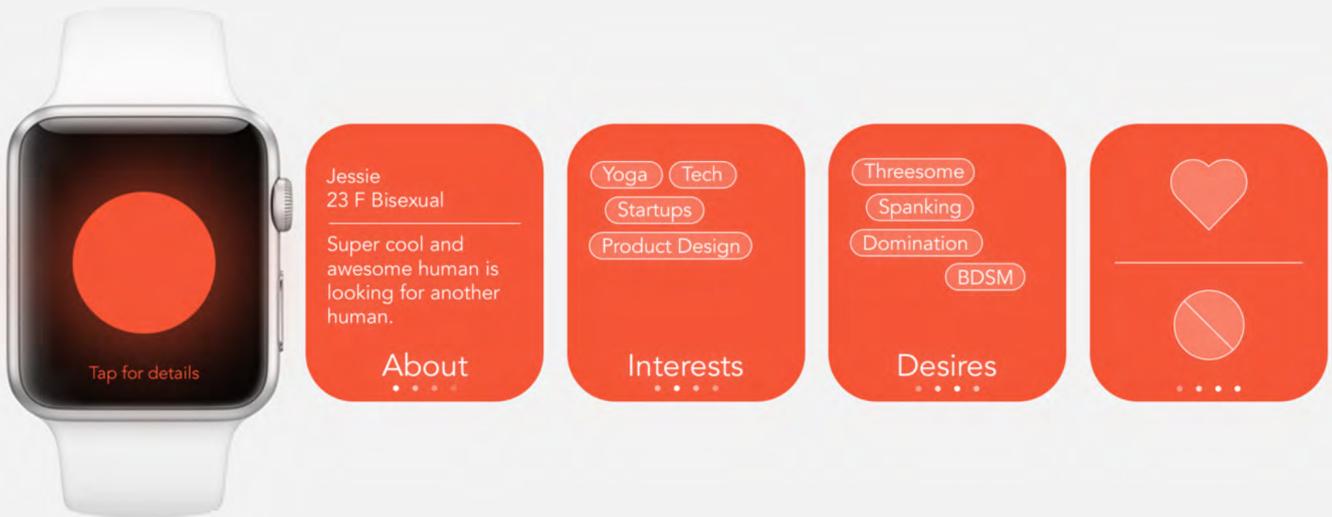
*"As a full-time team we're now able to push out app updates on a regular basis. This is a major milestone for us - and for our users who want better. But sometimes this leads to bugs - especially because of our old codebase. So as we get to turn our attention to building an entirely new app from scratch, we needed a way to manage the bugs. We don't have a lot of bugs as a total percentage of our users, but for a small team, it has been time consuming to tackle them one by one. A few months ago we decided we need a proper solution."*



# Choosing Rollout

We're always looking for ways to simplify and automate our work processes. Often times we seek recommendations within the team and our network, but Product Hunt has become our go to for product recommendations which is where we discovered Rollout.

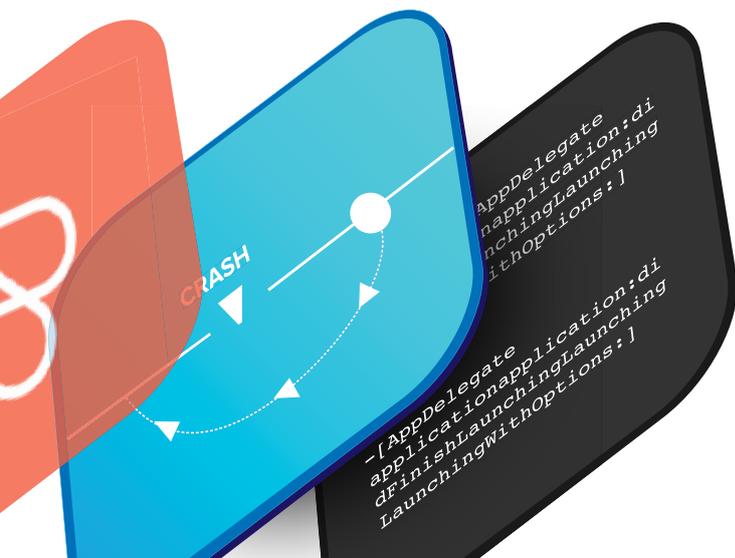
Our team assessed Rollout across a number of areas: Ease of Integration, App store compatibility, Support and Customer Engagement. Being able to fix bugs or notify our users in case of a large issue was very appealing.

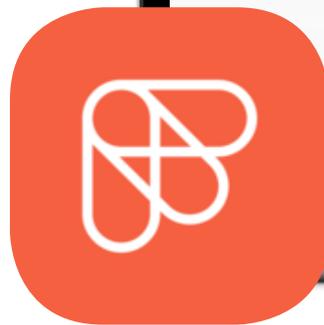


# Integrating and using Rollout

Not only was the integration very easy to configure, it took no time at all to integrate the SDK. Less than an hour! That ease and efficiency extends to making retrospective adjustments as well and it only takes minutes to add a patch.

What has been really special in working with Rollout is how developer-focused it is, but we also use it for marketing purposes. With Rollout we can easily change content such as swapping out URLs for campaigns within minutes.





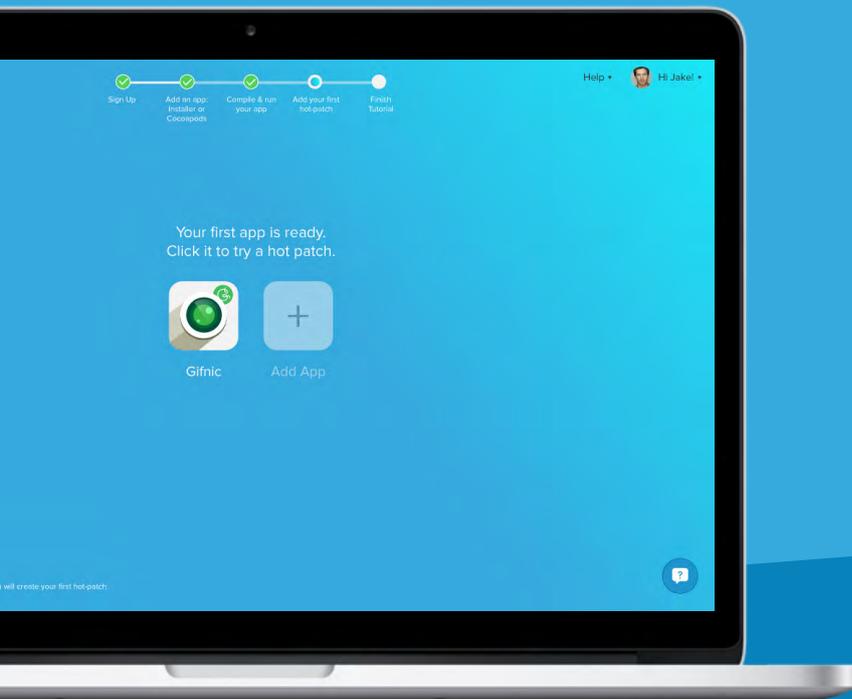
## Results

Rollout has helped us apply 'quick fixes' to issues we've discovered in live builds, before we're able to address the issue completely in a new release. This flexibility enables us to stay user focused - we can react quickly. They get the fix immediately and don't have to wait for us to ship a new build/release.

As a result of using Rollout, our users are happier and we can provide them with a better user experience.



With Rollout, iOS developers can instantly fix bugs in native apps. Rollout enables mobile developers to deploy code level changes to live apps from the cloud in real-time, without the need to release a new version through the app store or wait for end users to update their app. As a result, the entire software deployment cycle is shortened, bad reviews are avoided and app uninstalls and lost revenue is prevented. To date, more than 4,000 developers use Rollout in more than 370 apps, running on more than 50 million devices. Companies using Rollout include Yahoo, Intuit, Badoo, ask.fm, Glow and GrabTaxi, among many others. Founded in 2014, Rollout has offices in Tel Aviv, New York and San Francisco.



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