



Sprinto Decides if You're Naughty or Nice

1 message

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DECEMBER 2023

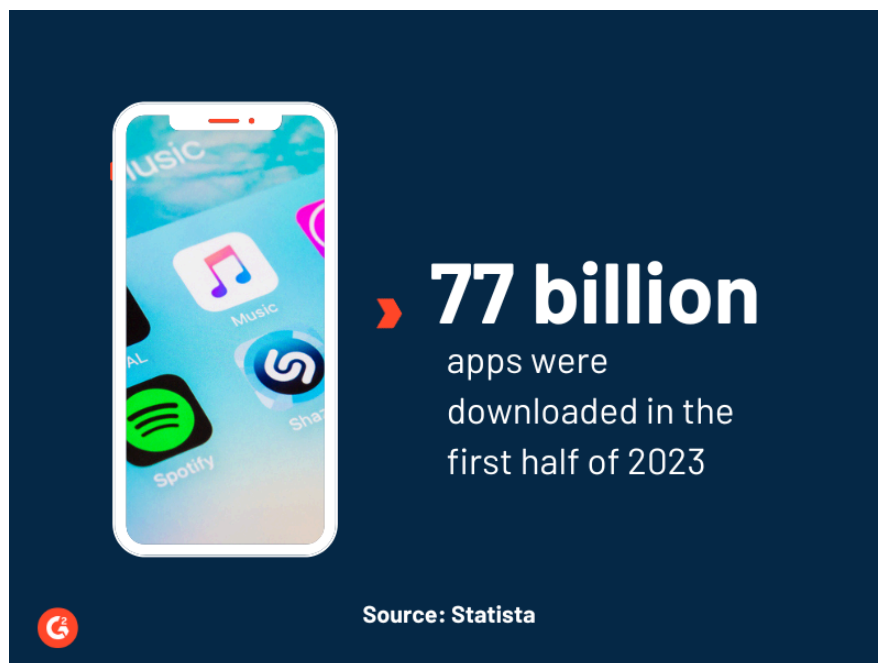
It's a very merry edition

Do you hear those sleigh bells jingling? Oh, wait, no. That's a Slack notification.

Let's get comfy and cozy for this Tea:

- **Not everyone's jolly this time of year**
- **Are you a know-it-all or a learn-it-all?**
- **We can only hope that Santa reads online reviews**
- **Make your team better than reindeer pulling a sled**

READING TEA LEAVES



Tech the Halls and Celebrate National App Day 📱

Imagine a time without your favorite music, social media, and food delivery apps (we shiver at the thought). Mobile app development has come a long way since the iTunes Store (RIP) launch.

The world celebrates **National App Day** on December 11th to hype up the small-but-mighty icons on our devices that have transformed how we live, do business, and interact with the world around us.

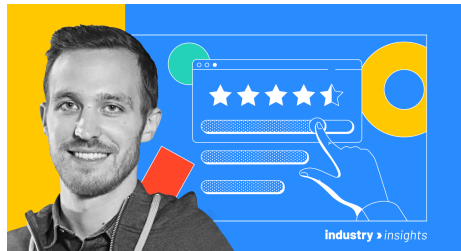
According to a study by Statista, **700 billion apps** were downloaded in the first half of this year - approximately 7x the number of stars in the Milky Way. ✨

"Mobile apps have been ubiquitous for over 15 years, but I wonder if the app era will soon give way to the "AI agent" era. In 2-5 years, we could see a massive shift from mobile app development to democratized AI agent development. Soon, people without much (or any) coding knowledge could be curating mobile AI assistants that fully replace many of our current apps."

- Adam Crivello, Sr. Market Research Analyst, G2

Mobile apps have stayed resilient as the tech industry continues to evolve – this is possible through APIs, which allow applications to interact with each other. Everything from bringing you the latest weather data to allowing users to log in through GSuite is powered by APIs. Explore our app-tastic guide to getting your APIs off the ground and making your app the best version of itself.

INDUSTRY INSIGHTS



Think You Know Everything About Online Reviews? Think Again.



Everyone Has Growth Stages - Including Your Product Team

PROFESSIONAL SPOTLIGHT



Casey Carey's Formula for High-Performing Marketing Teams

Casey Carey, CMO of Quantive, exemplifies the philosophy that excellence is a relentless pursuit. His leadership style is deeply rooted in driving strategic impact and fostering high-performing teams. In this month's professional spotlight, Casey shared invaluable insights into his journey – from an electrical engineering background to spearheading marketing teams. His trajectory is marked by career pivots driven by a love for the big-picture elements, creativity, and a data-driven mindset.

Here's a quick preview:

- **The evolution of Casey's leadership style**, from the urgency of start-ups to the people-centric focus inspired by his tenure at Google.

- **Discover the core principles shaping Quantive's culture,** propelling the team toward unparalleled success.
- **Casey shares his secret sauce for assembling stellar teams,** emphasizing the magic of diversity and cultural contribution.
- **Learn how Casey navigates the fine line between high performance and burnout,** offering insights that defy conventional wisdom.
- **Crush misalignment issues** by getting insider tips on banishing silos and fostering seamless collaboration within teams.

[Read more →](#)

BAD REVIEWS



Some (Not So) Jolly Reviews

Not everyone is feeling holly and jolly this time of year. This month, Sprinto gets into the Bad Reviews spirit by taking on a software Grinch or two. Their VP of Growth & Marketing, Pritesh Vora, unwraps how to make the most of Sprinto, what resources they have to upgrade your knowledge, and how to customize your experience whether you're an acorn, an oak tree, or a unicorn.

[Watch now →](#)

QUICK SIPS

- Give the people what they want: an [app that talks to cats](#). MeowTalk translates cat speech so you can communicate with your feline friends. Bet you can't do that, Alexa.
- Not long ago, 'computer apps' sounded like science fiction. Now, we spend our days engrossed in them. From Snake to Spotify and everything in between, Apple's not kidding when they say, "[There's an app for that.](#)"
- Write a cover letter, brainstorm ideas, take over the world. We're not sure how ChatGPT will evolve in the future, but we do know it can [make your life a whole lot easier](#) now.
- The new [Doritos Silent app](#) uses AI to remove chewing sounds from voice chats and Zoom calls. And don't worry, it works for non-Frito-Lay products, too.
- I know what your sister's ex-boyfriend did last summer. Admit it: we've all experienced schadenfreude when [hate-stalking on social media](#). (Your sister's ex went to Boise, btw.)

BLOW OFF STEAM



Laugh of the day: What's Captain Hook's least favorite app?
TikTok



Did you know? 70% of all US digital media time comes from [mobile apps](#)!

G2 AWARDS



**Hottest New
Category**



100% off

**G2 Deal of the
Month**



160% y/y

**Most Traffic
Growth**

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