

# Anatomy of the Ideal Messaging App



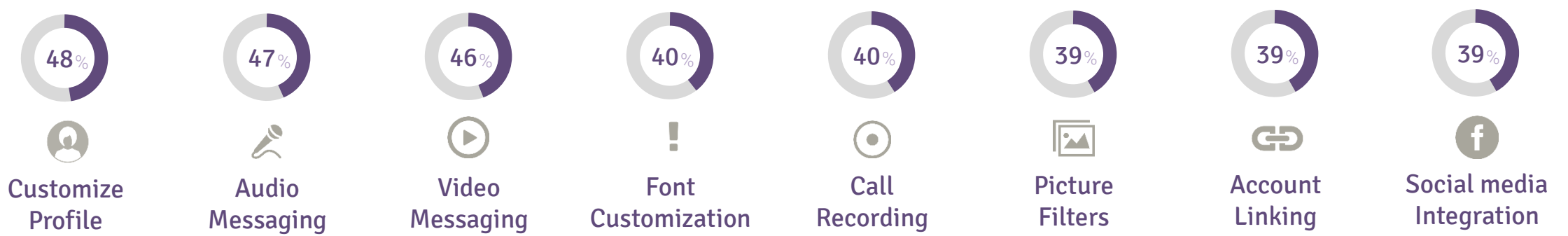
As service providers consider launching their own OTT mobile messaging apps, app functionality is key, and could make or break the initiative. A comprehensive [survey](#) by the Young & Rubicam Group studies this question. Survey respondents were asked to select most sought features from a list of options. The percentages below represent the percentage of people who chose specific features.

## Q. What features do you want from your ideal messaging app?

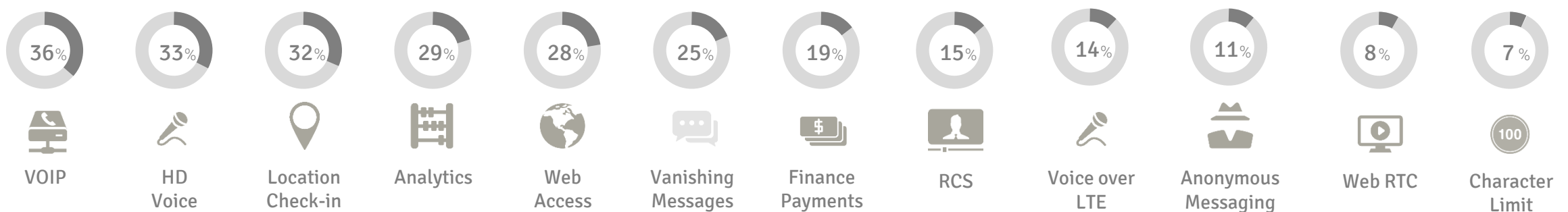
### Most Popular Features



### Good-to-have Features



### Niche Features



Service providers should consider these findings as they determine priorities to design a minimum viable product. The study indicates a desire for group focused messaging features, while current apps are focused on one-on-one messaging. While consumers have indicated they see their service providers as their go-to app developers, success in this super competitive market is hard won. We've developed [Share.to](#), our service provider focused white label messaging app with close attention to studies like these.