



## Neeva Delivers Ads-Free Stock Tracker Powered by Xignite

“The main factors that drew us to Xignite were the consistency of their stock ticker coverage and the granularity of their time-series ticker data, as well as the speed and reliability of their API.”

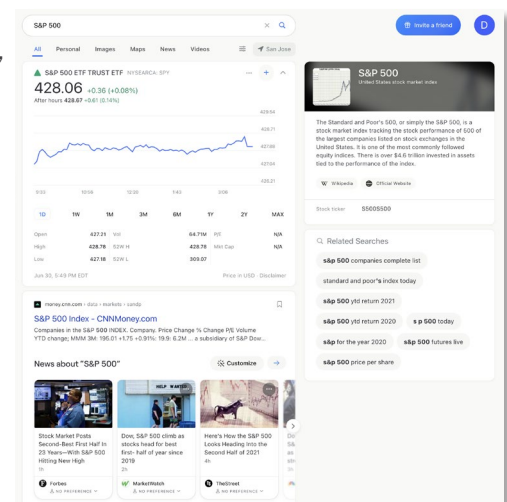
**Stephanie Chang**  
Head of Marketing  
Neeva

### Overview

Neeva is the world's first ads-free, private subscription search engine. Untethered to ads revenue, Neeva focuses entirely on delivering a better experience for the consumer. Neeva was founded by Sridhar Ramaswamy, former SVP of Ads at Google, and Vivek Raghunathan, former VP of Monetization at YouTube. They hatched the idea in response to what they saw as a fundamental problem: the misalignment of incentives that exists within the free, public search engines that dominate the space.

For providers of these tools, the main customers are the advertisers, and success is measured by their satisfaction and willingness to pay. This has a direct and negative impact on consumers, who encounter an increasingly cluttered user experience and are subject to the search engine storing their data and selling it in aggregate to businesses.

Ramaswamy and Raghunathan wanted to provide users with a new option—a private, ad-free search engine available for a small subscription fee. The subscription model means it is not beholden to advertisers, enabling features designed entirely for the consumer and a level of privacy that contrasts sharply with the existing search engines people take for granted. Free from the need to spotlight ads and sponsored content, developers can make more efficient use of screen real estate, while users can take comfort in the fact that their data is stored securely and never shared with anyone. Users can also integrate Neeva with their services from Apple, Google and Microsoft, creating a unified search experience that combines rich functionality with top-notch security.



Neeva's stock tracker displays open price, and daily highs and lows in a user-friendly widget.

Fundamentally, Neeva's goal is to foster choice, not displacement. For consumers who are willing to pay a small fee to protect their privacy, see more personalized results or minimize the influence of advertisers, Neeva provides a useful solution.

## Challenge

Providing a superior user experience is a key part of Neeva's mission. To that end, the firm has built many features to deliver information in a more user-friendly manner. One of these is its stock tracker, which enables users to look at stock prices based on different time intervals and other key data points, saving them a click into more confusing pages such as Yahoo Finance. The tool is targeted to a general audience.

While building the tracker itself was a smooth process, it requires significant quantities of market data to function, and that's where Neeva ran into challenges. It enlisted a legacy data provider and encountered persistent issues with data and API quality, prompting a search for a more sophisticated provider capable of handling a high volume of requests.

"We knew high-quality data was necessary to maximize the value of our stock tracker, so identifying a vetted partner with a demonstrated ability to meet our needs was hugely important," said Stephanie Chang, Head of Marketing at Neeva.

## Solution

After doing extensive research on market data providers and after receiving a recommendation from another Xignite client, Neeva identified Xignite as a provider capable of delivering large quantities of market data in a comprehensive and developer-friendly manner.

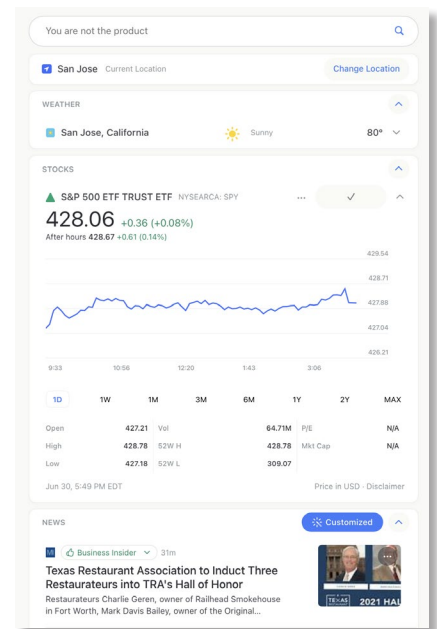
"We were impressed by Xignite and committed to them following a successful trial," said Chang. "The main factors that drew us to Xignite were the consistency of their stock ticker coverage and the granularity of their time-series ticker data, as well as the speed and reliability of their API."

Integration took roughly two weeks. Once the process was complete, Neeva noticed immediate results in terms of breadth, detail and API quality.

"The integration process went smoothly. Xignite provided access to ample online documentation and functionalities to help test the API and debug," said Chang. "The wide variety of products and endpoints means we are always equipped with the right tools for the job. Overall, we needed something fast and reliable that we could integrate quickly, and Xignite met or exceeded our expectations in that regard."

The integration enabled Neeva to present its users with rich and desirable views of key data points for a huge variety of stocks, powered by Xignite's global quotes and global historical APIs. Users can use a time-based filtration mechanism to drill into metrics like open price, daily highs and lows, 52-week highs and lows, volume and market cap. The information is presented via Neeva's stock widget, which includes visualization capabilities, and users can pin this data to their Neeva homepage so that essential information is always readily available.

"We build to visually represent results in a better way," said Chang. "We built a lot of shopping widgets that let you thumb through your options and expert recommendations and reviews on the site itself. Xignite enables us to bring this



Neeva users can view time intervals of highs and lows, volume and market cap.

"We needed something fast and reliable that we could integrate quickly, and Xignite met or exceeded our expectations in that regard."

**Stephanie Chang**  
Head of Marketing  
Neeva

“We know that finding a trusted, reliable data partner is far from a given. Xignite performs this role very well, giving us greater confidence as we continue to improve our product and chart our course.”

**Stephanie Chang**  
Head of Marketing  
Neeva

same user-friendliness to market data. It makes the platform easy to navigate, as opposed to when you search on traditional search engines, you get 10 blue links and there are a ton of ads.”

## Results

After a very successful open beta with more than 10,000 users and overwhelmingly positive feedback, Neeva recently became available to any consumer in the U.S. Neeva is the ideal use case for the lightning-fast scaling that Xignite enables. The firm plans to incorporate feedback from users and improve the product before an official launch, for which it has staked out an aggressive growth strategy.

The numbers are certainly reason for optimism, as are some of the current trends that define how consumers approach technology, with concerns around privacy and tracking growing by the day. According to Chang, Neeva has received substantial interest from a diverse set of users including tech professionals who know how the sausage is made, parents concerned about their children seeing inappropriate content or being tracked, and older individuals who have misgivings about technology.

“There are a lot of different demographics that have demonstrated an appetite for a search engine that is private and personalized, even if that means paying, and we are confident in our ability to serve these users,” said Chang.

With plenty of growth on the horizon, Xignite’s APIs are poised to play an even bigger role as Neeva works to achieve scale and build new features. Per Chang, the company is “very happy with how the Xignite data is rendering.”

“Between our experience with other providers and our extensive search process, we know that finding a trusted, reliable data partner is far from a given,” said Chang. “Xignite performs this role very well, giving us greater confidence as we continue to improve our product and chart our course.”

## Silicon Valley

1875 S. Grant Street, Suite 130  
San Mateo, CA 94402 USA

888.965.7627 | [xignite.com](http://xignite.com)

