



7 THINGS YOU DIDN'T KNOW ABOUT APPLAUSE

You know we have a global community of testers,
but did you know ...

GET TO KNOW APPLAUSE

You probably know that Applause is the world's largest marketplace for crowdsourced software testing. You probably also know that we have a global community of professional testers and that we offer in-the-wild testing services for functional, usability, localization, load and security. You probably know that our testing services span all types of apps from web to mobile to wearables and beyond.

You might know a lot about Applause, or you might just be hearing about us now. There is plenty of information about Applause, our products and services on our website. But there some things you might not know.

Do you know what others are saying about us? Do you know about the collection of tools, whitepapers, eBooks and blogs we've create to help you? Do you know how we work with our community of testers to make sure they offer you the best testing possible? Do you know you can meet us in person or that we work with some of the biggest companies in the world?

Did you know ...

APPLAUSE IS AWARD WINNING

Over the past seven years, Applause has been proud and honored to bring home several prestigious awards. Here's a few:

THREE STRAIGHT APPEARANCES ON FORBES' AMERICA'S MOST PROMISING COMPANIES LIST

Applause had back-to-back Top-10 finishes in 2013 (#8) and 2014 (#7) on Forbes' annual list of America's Most Promising Companies. Appearing again in 2015 (#38), Applause joins Box as the only companies with 3 straight appearances.

2015 GOLD STEVIE® WINNER

Applause was recognized as the Most Innovative Company of the Year (Up to 2,500 Employees) at the 12th Annual American Business Awards.

FOUR CONSECUTIVE APPEARANCES ON THE INC. 5000 LIST OF FASTEST GROWING PRIVATE COMPANIES

In 2012, Applause was recognized as the 16th fastest growing private company in the U.S. – and the 2nd among IT service companies. For four years in a row, Applause has been in the top 25% of the list.

[LEARN MORE](#)

WE'RE CONSTANTLY INNOVATING

We're dedicated to helping you achieve the highest level of app quality excellence possible. With that in mind, Applause is constantly creating new tools and services that will help you make your applications as bug-free and delightful as possible, as easily as possible.

MOBILE BETA MANAGEMENT •• Your users ultimately define app quality, so why wouldn't you want to include them in your app development? Mobile Beta Management is a SaaS solution that helps brands drive successful mobile beta programs. How? By removing the traditional constraints and limitations that other mobile beta tools impose, while delivering simple, mobile-first user workflows that lead to high engagement rates, more valuable user feedback, and higher quality apps.

[TRY IT NOW](#)

APPLAUSE ANALYTICS •• Applause Analytics is a mobile app analytics tool that analyzes the reviews and ratings across more than 3 million Android and iOS apps. This analytics data enables companies to monitor and measure mobile app quality and real user sentiment to help focus future efforts and make apps more successful.

[TRY IT NOW](#)

USING APPLAUSE PAYS OFF

When Trulia – a company that helps home buyers, sellers, renters and real estate agents by providing listings and neighborhood information – expanded to mobile, they knew they needed help ensuring their 14 mobile apps (which account for 25% of total traffic) work on all manner of devices. They found success with Applause. Trulia experienced:

- A testing ROI of 280%
- Payback within 7.2 months
- 95% reduction in testing costs
- 10-15% customer base increase
- 75% improvement in time-to-market
- Success in matching “very particular device, OS and carrier” requirements
- Feedback that helped develop better apps

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WE HELP TESTERS TOO – UTEST UNIVERSITY

We wouldn't be where we are today without the hard work and dedication of our global community of professional testers. To help them do the best work they can and continue to improve their skills, Applause has created a space dedicated exclusively to tester education and the promotion of the art and science of software testing.

uTest University was designed in consultation with testers and experts in the space to educate QA professionals about what's new and what's next in the world of application testing. This includes courses that teach everything from basics to best practices and techniques to tools, as well as rich discussions about career and skill development.

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YOU CAN MEET US IN PERSON


Sure we're busy helping you test, but that doesn't stop us from getting out there and meeting you in person! You can find Applause at a range of conferences and events throughout the year.

WE REGULARLY TURN UP AT:

- Crowdopolis
- SXSW
- Amazon AWS
- QUEST
- STPCon
- StarWest & StarEast
- TechCrunch Disrupt
- And many others

[LEARN MORE](#)

WE'RE TRUSTED BY THE BIGGEST BRANDS

The Google logo, featuring its characteristic four colors: blue, red, yellow, and green.The word "TIME" in a bold, red, serif font.The Coca-Cola logo in its iconic red script font.The eBay logo, with each letter in a different color: red, blue, yellow, and green.The CBS Interactive logo, featuring the CBS eye icon and the text "CBS Interactive".The L'ORÉAL logo in a black, sans-serif font.The amazon.com logo, featuring the word "amazon.com" in a black, sans-serif font with a yellow smile arrow underneath.The FOX logo in a bold, blue, sans-serif font.The Microsoft logo, featuring the four-colored square icon and the word "Microsoft" in a grey, sans-serif font.The NETFLIX logo in a bold, red, sans-serif font.The USA TODAY logo, featuring a large blue circle to the left of the text "USA TODAY" in a bold, black, sans-serif font, with "A GANNETT COMPANY" in smaller text below.The Penguin Random House logo, with the text "Penguin Random House" in a black, serif font, flanked by two vertical orange lines.

IT'S EASY TO VISUALIZE USING APPLAUSE

Whether you're looking to test your latest mobile app or verify the security of your established eCommerce site, Applause has the tools and services you need to ensure your apps perform as well in the hands of your users as they do in your test lab.

You already know that Applause fits your needs, but will it fit your budget? We make it easy to see just how affordable Applause is with our interactive pricing calculator.

[CALCULATE PRICING](#)

APPLAUSE^o

ABOUT APPLAUSE

Applause is leading the app quality revolution by enabling companies to deliver digital experiences that win – from web to mobile to wearables and beyond. By combining in-the-wild testing services, software tools and analytics, Applause helps companies achieve the 360° app quality™ they need to thrive in the modern apps economy. Thousands of companies – including Google, Fox, Amazon, Box, Concur and Runkeeper – choose Applause to launch apps that delight their users.

Applause in-the-wild [testing services](#) span the app lifecycle, including [functional](#), [test automation](#), [usability](#), [localization](#), [load](#) and [security](#).

Applause [app quality tools](#) help companies stay connected to their users and the health of their apps with [Mobile Beta Management](#), [Applause Analytics](#), and the [Applause SDK](#).

The company is headquartered near Boston, with offices in San Mateo, Seattle, Germany, Israel, Poland, and the UK. Since launching as uTest in 2008, Applause has raised more than \$80 million in funding, generated triple-digit revenue growth annually, made consecutive Inc. 500 appearances and was named the 7th Most Promising Company in America by Forbes in 2014.

APPLAUSE^o

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A decorative graphic consisting of a dotted line forming a large, open triangle shape, pointing downwards, located in the bottom right corner of the page.