



CENTERCODE
DELTA'20

Quick Access to Community Metrics

About Me

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Product Director, Community
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Marketing and Community Management background

Experience recruiting for hundreds of tests across a
variety of products

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Agenda



- 1 Introduction to the Community
- 2 A World Without Dashboards
- 3 Implementing Effective Community Metrics
- 4 How Metrics Empower Your Program
- 5 Recap

1. **Introduction to the Community**
2. A World Without Dashboards
3. Implementing Effective Community Metrics
4. How Metrics Empower Your Program
5. Recap

What is the Community?



Community

A broad collection of users interested in providing feedback to a company about their products or ideas.

YOUR MEMBERS
YOUR IMPLEMENTATION
YOUR COMMUNITY

Betabound

Centercode's panel of hundreds of thousands of global test candidates. Serves as the candidate pool for Managed Services and can be leveraged by Centercode users.

Build Quicker
With Betabound

Benefits of a Community



More High-Quality Engagement

A healthy community enables projects to have higher participation, more feedback, and better project success.



Maximize Research Potential

Use your community to its full potential to engage in projects, participate in research, and help guide your brand.



Measurable Return On Investment

Share success metrics and communicate value to key stakeholders and build champions.



Faster, More Efficient Projects

Recruit high-performing ideal testers faster and collect more feedback in projects.

Benefits of the Whole Package



Healthy Community

A profiled, enthusiastic, and motivated group of community members in a well-configured platform.



Successful Projects

An efficiently managed project that captures actionable, relevant results gathered from a targeted, engaged group of testers.



Great Products

Amazing, lovable products influenced by real user feedback gathered before launch.

Valuable Customer Validation Program

A results focused program that repeatedly drives product success by utilizing a healthy community and successful projects to create great products.

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A World Without Dashboards



It's easy to lose track of your key metrics

It's tough to get a sense of how many "X" you have

Goals are only valuable if you can track progress

Kinda Sorta Dashboards



Creating filters ad-hoc

Monitoring total community size

No visual reports, just raw numbers

Downsides of No Dashboards



Metrics become outdated quickly

You aren't able to speak to your panel "top of mind"

No real sense of progression over time

Inability to accurately set new goals

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Implementing Effective Community Metrics

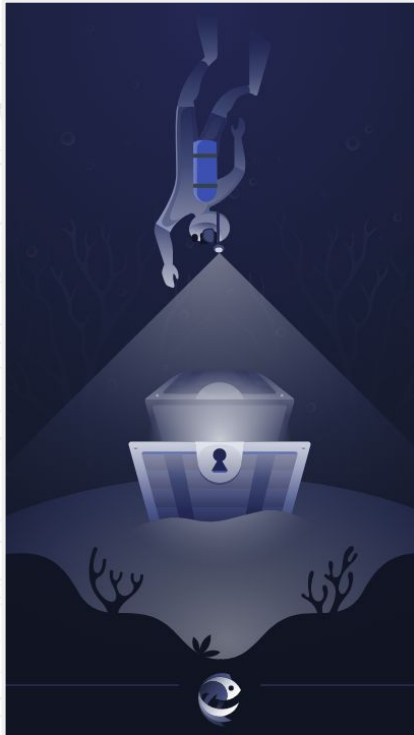



- 1 Peek at Betabound's metrics
- 2 Set goals for your key metrics
- 3 Develop a comprehensive community report
- 4 Monitor your reports over time

Meet Betabound



Centercode's panel of hundreds of thousands of global test candidates

A screenshot of the Betabound website interface. At the top is the Betabound logo. Below it is a purple banner with the text "Welcome to Betabound!". The main content area is white and contains a welcome message, a link to "Anyone can be a Betabound tester", and a "GET STARTED" button. Below this is a dark blue banner with the text "READY TO JOIN THE COMMUNITY?". At the bottom is a white section titled "LOG INTO YOUR ACCOUNT" with input fields for "Email Address" and "Password", and a "LOG IN" button.

 **betabound**

Welcome to Betabound!

We're glad you're interested in joining our tester community. Your feedback will help shape and improve products from some of the [biggest names in tech](#) before they are launched to the public.




[Anyone can be a Betabound tester](#). Our clients look for individuals from all sorts of backgrounds, so there's no "techie" experience required besides enjoying the tech products that you already use!

To get started, you'll need to create an account. Once that's done, you can start applying to our tests. You'll also start receiving emails about upcoming tests that are relevant to you so you can apply quickly for the ones that interest you.

Let's get started!

READY TO JOIN THE COMMUNITY? **GET STARTED**


LOG INTO YOUR ACCOUNT

 Email Address  Password  **LOG IN**

Basic Profile

Basic Profile

About You

Gender  *

☐ Female ☒ Male ☐ Prefer not to answer

Which operating system do you prefer? *

☐ Mac ☒ Windows

Which mobile platform do you prefer? *

☐ Android ☒ iOS

Testing Interests

Which product categories are you interested in testing? *

- ☒ Business & office solutions
- ☒ Gaming
- ☒ Health & fitness
- ☐ IT & networking
- ☒ Mobile applications & devices
- ☐ Parenting & families
- ☒ Pet technology
- ☒ Smart home
- ☒ TV & home theater

SUBMIT

CANCEL

Extended Profile



Contact

A valid street address is required. As a Betabound member, you'll have the chance to test both hardware and software products. If you apply and are selected for a hardware test, this address is where your test unit will be sent.

Please note that our shipping services are unable to deliver to P.O. Boxes. Additionally, a signature will be required. If unavailable, our service will reattempt delivery.

Residential Address  *

City *

State *

If you live outside of the United States, please select N/A here. If you'd like to verify that the Country we have on file for you is still accurate, please head to "Account Settings" in the left-hand menu after completing this form.

Postal Code  *

SUBMIT

CANCEL

Please format with dashes. Non-US/Canada numbers must start with a plus (+) sign.

Extended Profile



Home

Home Ownership *

☒ Own ☐ Rent

Home Type *

House (More than 2,500 sq ft) ▼

Children in Household *

0 ▼

Adults in Household *

2 ▼

Education

Did you attend college or university? *

☒ Yes ☐ No ☐ Currently attending

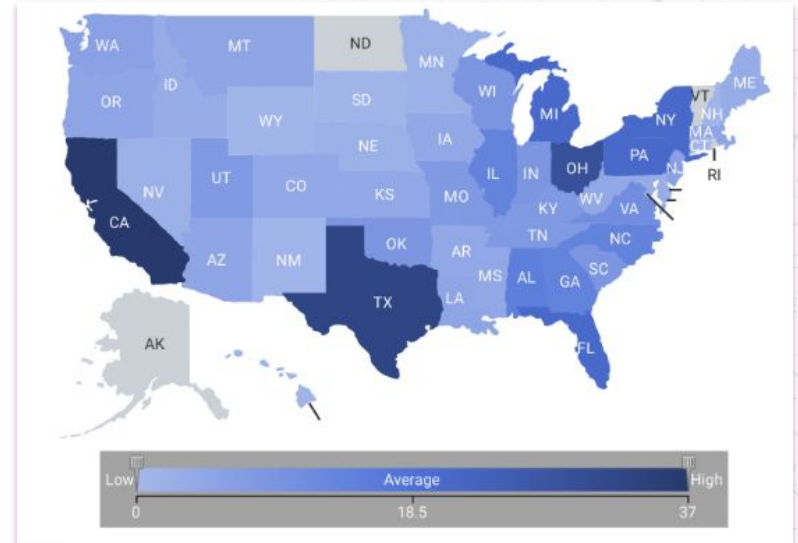
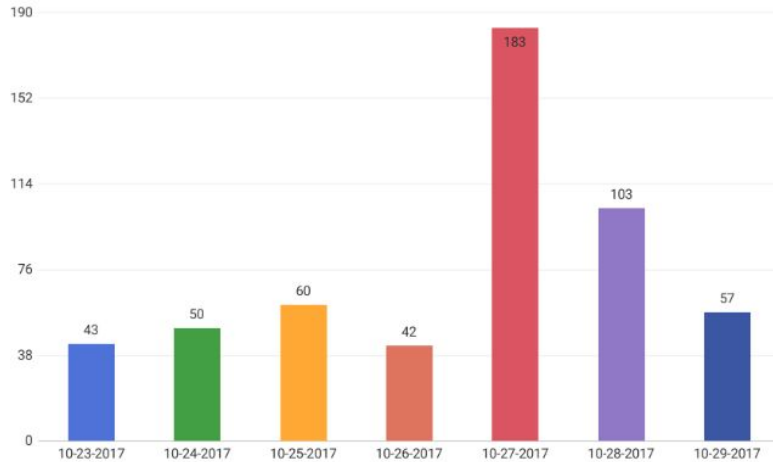
Level of Degree *

SUBMIT

CANCEL

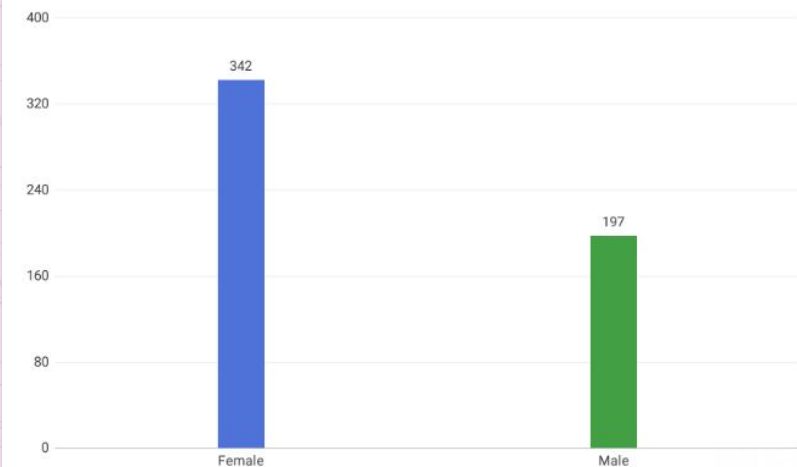
Weekly Betabound Report

Users added in the last week

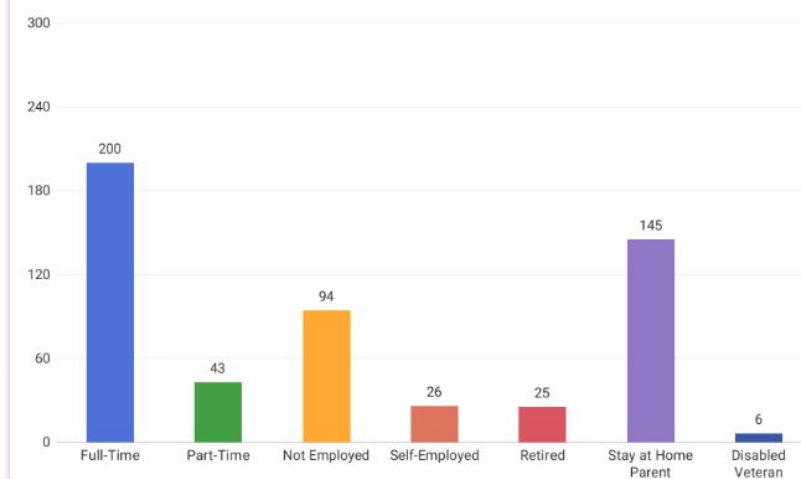


Weekly Betabound Report

Male vs Female

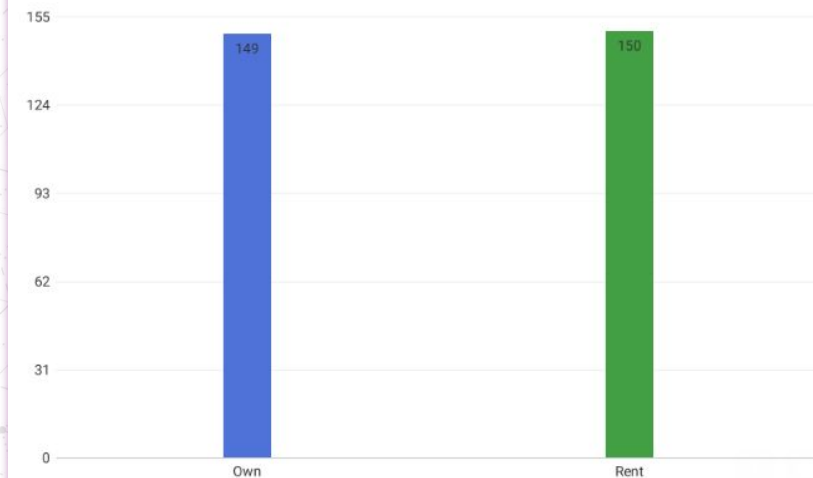


Employment

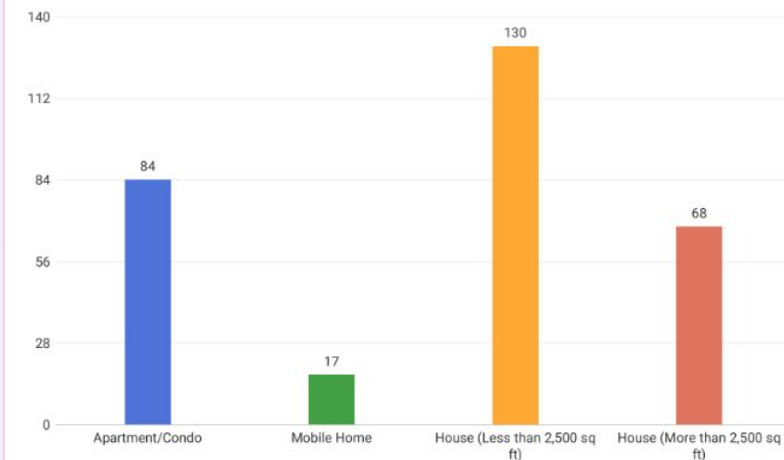


Weekly Betabound Report

Home Ownership



Home Type



Set Goals For Your Key Metrics



What is the most important criteria?

Geographics

United States and Europe

Do you need goals for users based on which state/province they live in?

Mobile Phone OS

Do you need to collect and set goals for specific version numbers?

Develop a Comprehensive Community Report



Build your report based
on your set goals

Distribute this report on
a set cadence

Modify Report

BASIC INFORMATION

Title *

REPORT ELEMENTS

Name	Type
Centercode Confidential	
Users added in the last week	
States	
Continents	
Male vs Female	
Home Type	
Home Ownership	
Employment	
Mobile Phone Android OS	
Mobile Phone iOS	
Mobile Phone Service Providers	
Which product categories are you most interested in testing?	
Children in Household	

CREATE A REPORT ELEMENT

Monitor Your Reports



Build a habit of tracking goal progress

Distribute the report to stakeholders

The data you show directly supports the teams you service

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Benefits



Increases internal transparency

Provides stakeholders with confidence

Increases customer validation awareness

Empowers future customer validation efforts

Benefits



Paints a clear picture of week-to-week metrics

What does "normal" look like for me?

What is my threshold for going and digging in further?

Benefits



Indicates when things are unusual

Gives you something to put your finger on

Enables you to react quickly

You'll have a documented track-record of what "normal" is

Benefits



Provides a measured way to track progress

Achieving your goals is important

Having a solid way to track them is critical

Benefits



Increases Internal
Transparency

Paints a Clear Picture

Indicates When Things Are
Unusual

Provides a Measured Way to
Track Progress

These ultimately lead to a **successful program**

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Closing Thoughts



Build meaningful reports based on your objectives

Identify what normal means to you

Distribute these reports on an established cadence

Thank You!



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