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Understanding Tester Engagement Through Metrics



Engagement Metrics 101

Strong tester participation is at the heart of every successful user test. When target market testers are using your product, completing surveys, and submitting feedback, you have everything you need to deliver those highly sought after recommendations for improvement.

While everyone agrees that engagement is critical, only half of user testing professionals say that they track project participation. A major factor is the lack of processes and knowledge around measuring tester engagement.

This worksheet outlines a structured approach for measuring project engagement using two types of metrics: frequency and activity. Applying these metrics to monitor progress will help you establish your own baselines, identify opportunities for improvement now, and set realistic goals for the future.

Frequency Metrics

Frequency metrics show when and how often your testers are engaging with your product and project. This data allows you to identify where and when tester energy is waning, anticipate tester drop-off, and roll out communications (like reminders) that increase participation and guide your testers across the finish line.

Activity Metrics

Activity metrics show how your testers are engaging with your project and give you a feel for overall test performance. Tracking these metrics allows you to identify and reinforce any weak points in your engagement strategy. Over time, they'll serve as a vital tool for both driving increased engagement and showcasing the value of your project to your stakeholders.

Industry Benchmarks	Target	Below Average	Average	Above Average
Daily/Weekly Active Users (DAU/WAU)	100%	Activity depends on the expected frequency of use for your product.		
Testers logging in to the project	90%	58%	73%	100%
Testers commenting and voting	52%	43%	52% - 62%	86%
Testers completing surveys	90%	83%	88% - 93%	100%
Testers submitting feedback	50%	36%	47% - 55%	81%

Based on internal research across organizations.



Need some direction on tackling your tester participation challenges? Keep your project on the road to success with the strategies in this *Tester Engagement Pocket Map*.

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Worksheet: Tracking Tester Engagement

This worksheet will help you keep tabs on key engagement metrics and targets to understand the current state of your project, help you prevent tester drop-off now, and improve participation for future projects.

Use the frequency metrics table below to start tracking daily engagement and establish benchmarks relative to your product and testers. Take your weekly totals and log them in the activity metrics table, then reuse this chart for each new week of testing.

Frequency Metrics	Tester Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Weekly Total (Sum)	Weekly Total (% of Testers)
# of DAU/WAU										
# of testers logging in to the project										
# of testers commenting and voting										
# of testers completing surveys										
# of testers submitting feedback										

Copy the weekly totals from the table above into the corresponding column below. Use this activity metrics table to get a full overview of project performance, track it against industry benchmarks, establish a baseline, and measure improvements.

Activity Metrics	Industry Benchmarks	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Project Total / Average
% of DAU/WAU	100%							
% of testers logging in to the project	90%							
% of testers commenting and voting	52%							
% of testers completing surveys	90%							
% of testers submitting feedback	50%							

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Delta Testing Solutions

Leading product ops teams use Centercode to identify real-world issues to fix, areas to improve, and what their users love in order to build amazing products.



Centercode's delta testing platform is built on decades of experience user testing the world's most successful products. Our platform equips you with the automation, best practices, and processes you need to get actionable user insights for any use case.

PRODUCT LAUNCH

Engage your **Target Market** to successfully bring new products and services to market

USE CASES:

- Beta Tests
- User Acceptance Tests
- Field Tests

PRODUCT GROWTH

Recruit **Existing Customers** to continuously mature live products and services

USE CASES:

- Progressive Delivery
- Early Access
- Customer Advisory Boards

CUSTOMER ZERO

Gather **Employee** feedback to enhance your products while fostering a product culture

USE CASES:

- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE EDGE

Enlist **Competitors' Customers** to rapidly gain actionable intel about their products

USE CASES:

- Competitive Intelligence
- Market Testing
- Comparative Research

DELTA TESTING PLATFORM

Get a live demo of Centercode to experience the easy way to run your user tests, including:

- Auto-generated test designs
- Ted, your tester engagement bot
- Smart feedback prioritization
- Instant KPIs and dashboards

SCHEDULE A DEMO

WHY CENTERCODE?

Increase Revenue
½ ☆ INCREASE
in product ratings

Release Sooner
50% FASTER
test cycles

Gain Participation
75% INCREASE
in tester engagement

Save Time
40% + DECREASE
in time managing tests