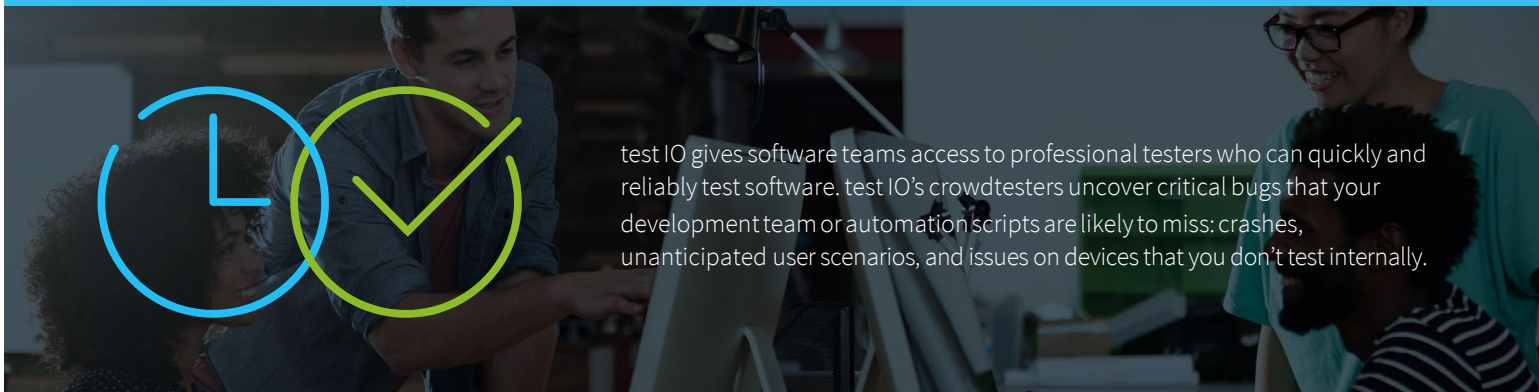


# The ROI of Crowdfunding, in numbers.



test IO gives software teams access to professional testers who can quickly and reliably test software. test IO's crowdtesters uncover critical bugs that your development team or automation scripts are likely to miss: crashes, unanticipated user scenarios, and issues on devices that you don't test internally.

It's easy to talk about the benefits of crowdtesting in words, from faster and more thorough manual testing to a scalable and economic form of software quality insurance. But what do the numbers say?



## Adding over 100 days of productivity a year

**Time:** In 2018 alone, over 180,000 hours were spent testing for our customers, equating to over 22,000 workdays of testing! This means that on average, our customers tested for more than 900 hours, or 1/3 the yearly workload of a full-time hire, with our most active customers testing up to 8x that amount.



## Hiring 8 full-time QA professionals

**Hiring Cost:** One of our customers quoted our services at "8 full-time hires but at 1/10 the cost." Given the average cost of hiring a full-time QA professional in the Bay Area, that's a nearly \$1 million per-year service that we provide at 1/10 of that cost.



## Saving more than \$6 million a year in revenue

**Revenue:** The overall revenue impact of a bug can be found by estimating the financial cost of a bug and multiplying that by the amount of visitors in a given time (taking into account conversions). If a bug stops 200 customers per day from adding a \$200 product to the cart, and this issue remains unknown for a month, that's \$480,000 in lost revenue *that could be saved* if found earlier.