5th Annual DevRel Survey

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www.WIPFactory.com
Welcome to our 5th Annual Developer Relations Survey.

Developer Relations or DevRel is at the core of a successful open innovation program providing the glue between 3rd party developers that reside outside of a company and the internal product and marketing teams.

The term DevRel has solidified as the common term over the last two years but is seen in various forms as developer evangelism, developer marketing, platform evangelism, developer communities, developer advocacy; all roles within developer or partner programs.
There are **two types of companies** that engage in DevRel:

1. **Companies whose products and services are solely targeted towards developers**, typically providing tools and SDKs that developers use to create applications, experiences, hardware etc. Examples are Twilio and Couchbase. For the purposes of this survey we have called them **ONLY DevRel** companies.

2. **Companies to whom Developers are one part of their focus.** An example would be Samsung, Qualcomm, Ford or Xero. For the purposes of this survey we have called them **NON DevRel** companies.
Overview

Developer Relations as a craft and ‘job’ is relatively new, gaining momentum and recognition over the last 10 years with the advent of app stores, the growth of platforms and the ever increasing public release of APIs.

The intent of this survey is for those of us in the craft to share best practices and benchmark our activities; as well as create more awareness across the board for the importance of Developer Relations and its practitioners.
Highlights

• This 5th Annual Survey was conducted in December 2017 and January 2018. It is based on 88 responses, up from 79 responses in 2016 and just 17 responses on the first survey in 2013. The survey was anonymous.
• Over 50% of respondents are from the USA, 30% overall from Silicon Valley.
• 65% of companies are from IT/Tech industry.
• Telecoms Developer programs waned to 5%, down from a high of 16%.
• There is an upward trend of companies whose primary customer segment is solely developers.
• There is no firm place on an organization chart for DevRel, varying between product and marketing.
• The sweet spot of a program’s age is 2-4 years old.
Highlights

- 15% of program don’t segment their developers, the majority (56%) do so on Verticals.
- 6.67% report specifically targeting females. Silicon Valley reports 0% target Females, as compared to 17% in Western Europe.
- Events and Conferences are the mostly widely used channel to find developers, with Content Marketing increasing in usage. Hackathon participation has waned over the last 3 years.
- Developer Programs are worrying less about finding qualified developers and are finding growing challenges in team training and product launches.
- Overall 75% of respondents are male, however 80% of females are in Non DevRel Companies.
- DevRel has a range of salaries, with the sweet spot in the $100-150k range.
- There are few formal options for learning about DevRel – 94.5% learned on the job.
- Communications and Empathy are considered the top skills needed to be successful in DevRel.
How this survey is arranged

1. The Companies, Industries, Location
2. The Programs and Activities
3. The Strategies and Challenges
4. The People in DevRel
### Terminology

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>ALL</strong></td>
<td>Combined ALL responses Information provided is based on all responses unless otherwise noted.</td>
</tr>
</tbody>
</table>
| **ONLY DevRel:**   | Answers filtered on ONLY DevRel focus companies  
See Slide 10, based on survey question #4 re Customer Focus  
– Yes we are all about Developers. |
| **NON DevRel:**    | Answers filtered on NON DevRel focus companies  
See Slide 10, based on survey question #4 Customer Focus  
– A Developer Program is a part of our company’s offering.  
**Note:** This group trended towards large companies; 62% were > 1500 employees. |
| **Silicon Valley:**| Answers based on location identification as Silicon Valley.  No other filters were used unless otherwise noted.                             |
| **2016**           | Responses from previous years for comparisons                                                                                           |
DevRel:

1. The Companies, Industries, Location
## Company Size

<table>
<thead>
<tr>
<th>Size of Company</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large (over 1500 employees)</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Mid Sized (Between 100 and 1500 employees)</td>
<td>37.5%</td>
<td>30%</td>
</tr>
<tr>
<td>Small (Under 100 employees)</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Under 10</td>
<td>3.4%</td>
<td>10%</td>
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</tbody>
</table>
Location of Respondents

- **Silicon Valley** was the largest group at **30%**. On parts of the survey we pull out Silicon Valley only data for comparisons.

- **All other US** was **25.6%** giving the **United States** the largest DevRel focus at **55.6%**.

- This was followed by **Western Europe** (16.5%) and **London** (15%) (combined 31.5%).
Industries

There were slight gains in these other industries reporting between 2 and 5%:

- Health or Fitness
- Industrial
- Retail
- Social Media/Advertising
- Telecom
- Auto/Connected Car
- Consumer Electronics
- Education
- Entertainment
- Financial Services

65% of companies are in IT/Tech industries.

There has been a significant decrease from the Telecom sector which was up to 16% in 2015 down to a 5.5% in 2016.
There is an **upward trend** of companies whose primary customer segment is solely developers.

*See Slide 5 for further explanation on terms*
DevRel:

2. The Programs and Activities
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>Product / Tech/ Engineering/CTO office</td>
</tr>
<tr>
<td>28%</td>
<td>Marketing</td>
</tr>
<tr>
<td>12.5%</td>
<td>Stand alone</td>
</tr>
<tr>
<td>3.4%</td>
<td>Sales</td>
</tr>
<tr>
<td>3.4%</td>
<td>Innovation</td>
</tr>
<tr>
<td>5%</td>
<td>Not Sure</td>
</tr>
</tbody>
</table>

I used to report to Corp. Marketing, but I report now to CTO office.

“I don’t actually know. I don't think anyone actually knows. One day we're standalone, another day it's marketing, the next product.”

Overall, Developer Relations is a Product driven function within an organization.
However, the position changes when we filter for the type of company:

- **60%** of **ONLY DevRel** companies report to **Marketing**
- **47%** of **NON DevRel** Companies report to **Product**
Collaborating across Functions

There is no firm place on an organization chart for DevRel.

This is not surprising given it resides in many different types of organizations and is a relatively new functional area.

Successful cross team collaborations is crucial and comes down to communications and personal relationships.

I bring the voice of the developer back to various parts of our company to be folded into our roadmap.

Use of team communication and client tracking software. Ensuring developers get initial response to support questions within 24 hours and resolution to within 5 days.

Honesty, we aren't really good at this yet.

It's mostly ad hoc. This is an area we are working to improve.

Creating goals that depend on both of us.

Communicate, communicate, communicate

Getting shit done.
Teams tend to be small:
84% are 10 or under
69% are 5 and under.
29% of respondents work on their own.

100% ONLY DevRel companies have a team size of 15 or under.
80% are 5 and under.

NON DevRel companies vary of all size, but the largest grouping is a team size of 2-5 at 37%.
77% are 10 or under.
Community sizes vary from less than 100 to over 1M+.

There doesn’t appear to be any direct correlation between size of team or type of company as to the size of the community.
Age of Developer Program

The sweet spot of a program's age is **2-4 years old**.

New Dev Programs are **arising out of new companies but also out of areas in existing companies**.

Almost **15%** have been around for over 10 years.

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DevRel:

3. The Strategies and Challenges
### How Developers are Targeted

| > 50%          | 57% - Vertical Market  
<table>
<thead>
<tr>
<th></th>
<th>55% - Language</th>
</tr>
</thead>
</table>
| >30 < 50%      | 43% - Open Source     
|                | 35% - Content/Service or App |
|                | 33% - Device          |
|                | 31% - Startup vs Established co |
| Other          | Enterprise vs Consumer |
|                | Long Tail             |
|                | Hobbyist vs Professional |
|                | Type of company – agency, app shop, bigco |
|                | Geography             |

15% - WE DONT SEGMENT OUR DEVELOPERS!
How Developers are Targeted: Gender/Females

An improvement?

This year 6.67% report specifically targeting females and 5.3% LGBTQ persons for their programs.

This is marginally up from 5% who targeted Females in 2016. (LGBTQ was a new question this year).

Let’s do better to target and encourage diversity.

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Channels used for Outreach

**Most Used – Top 5**

<table>
<thead>
<tr>
<th>ALL</th>
<th>ONLY DevRel</th>
<th>NON DevRel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Events &amp; Conference (87%)</td>
<td>1. Content Marketing (94%)</td>
<td>1. Events &amp; Conference</td>
</tr>
<tr>
<td>2. Social Media (81%)</td>
<td>2. Social Media (93%)</td>
<td>Social Media</td>
</tr>
<tr>
<td>3. Content Marketing (73%)</td>
<td>3. Events &amp; Conference (90%)</td>
<td>Direct 1-1 Outreach</td>
</tr>
<tr>
<td>4. Meetups (69%)</td>
<td>4. Meetups (80%)</td>
<td>Meetups</td>
</tr>
<tr>
<td>5. Direct 1-1 Outreach (64%)</td>
<td>5. Direct 1-1 Outreach (61%)</td>
<td>Content Marketing</td>
</tr>
</tbody>
</table>

**The Use of Content Marketing has increased**

<table>
<thead>
<tr>
<th>2016</th>
<th>Report to Marketing</th>
<th>Report to Product</th>
<th>Silicon Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Events &amp; Conference</td>
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<td>2. Meetups (86%)</td>
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<td>3. Meetups</td>
<td>3. Social Media (86%)</td>
<td>Direct 1-1 outreach (60%)</td>
<td>Content Marketing</td>
</tr>
<tr>
<td>4. Direct 1-1 outreach</td>
<td>4. Content Marketing (81%)</td>
<td>Hackathons (60%)</td>
<td>Social Media</td>
</tr>
<tr>
<td>5. Content Marketing</td>
<td>5. Advertising (62%)</td>
<td>Meetups (60%)</td>
<td>Meetups</td>
</tr>
</tbody>
</table>

**Other Channels**
- Hackathons
- Workshops
- Advertising
- Accelerators
- University Outreach
- Contests
- Media Relations
- Startup Pitches
- Partnerships
- Github
### Channels used for Outreach

#### ALL
1. Events & Conference (64%)
2. Content Marketing (44%)
3. Direct 1-1 Outreach (37%)
4. Meetups (34%)
5. Social Media (29%)

#### ONLY DevRel
1. Events & Conference
2. Direct 1-1 Outreach
3. Content Marketing
4. Social Media
5. Meetups

#### NON DevRel
1. Events & Conference
2. Content Marketing
3. Meetups
4. Workshops
5. Social Media

#### 2016
1. Events & Conference
2. Direct 1-1 outreach
3. Content Marketing
4. Social Media
5. Hackathons

#### Report to Marketing
1. Events & Conference (67%)
2. Content Marketing & Meetups (Tied each 38%)
3. Social Media, Hackathons & Workshops (Tied each 24%)

#### Report to Product
1. Events & Conference (52%)
2. Direct 1-1 outreach (52%)
3. Content Marketing (44%)
4. Social Media (36%)
5. Hackathons & Meetups (Tied each 28%)

#### Silicon Valley
1. Content Marketing
2. Events & Conference
3. Direct 1-1 outreach
4. Workshops
5. Meetups

*Less than 8% of respondents from Silicon Valley deemed Social Media effective.*
# Channels used for Support

## ALL
1. Company Website (51%)
2. Email (41%)
3. Twitter & GitHub (27%)
4. Events (19%)
5. Slack (16%)

## ONLY DevRel
1. Company Website
2. Email
3. Twitter
4. Stack overflow
5. Slack

## NON DevRel
1. Company Website
2. Email
3. Twitter
4. Stack overflow
5. Forums

## 2016
1. Email
2. Company Website
3. GitHub
4. Events
5. Twitter
6. Stack overflow

## Report to Marketing
1. Company Website/Forums
2. Email
3. Stack overflow
4. GitHub
5. Twitter
6. Slack

## Report to Product
1. Company Website/Forums
2. Email
3. Twitter
4. Forums, GitHub
5. Events

## Silicon Valley
1. Email
2. Company Website
3. GitHub
4. Twitter
5. Stack overflow
6. Events

## Most Used – Top 5

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5. Slack (16%)

### ONLY DevRel
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5. Forums

### 2016
1. Email
2. Company Website
3. GitHub
4. Events
5. Twitter
6. Stack overflow

### Report to Marketing
1. Company Website/Forums
2. Email
3. Stack overflow
4. GitHub
5. Twitter
6. Slack

### Report to Product
1. Company Website/Forums
2. Email
3. Twitter
4. Forums, GitHub
5. Events

### Silicon Valley
1. Email
2. Company Website
3. GitHub
4. Twitter
5. Stack overflow
6. Events

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<td>2. Email (41%)</td>
<td>2. Stack overflow</td>
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<tr>
<td>3. GitHub, Twitter &amp; Stack overflow (27%)</td>
<td>3. Company Website/ Forums</td>
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<tr>
<td>4. Events (18%)</td>
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<td>1. Stack overflow</td>
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<td>5. GitHub</td>
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<tr>
<td>6. Twitter/Slack</td>
</tr>
</tbody>
</table>
Events

- **34% 2017**
  - 50% 2016
  - 48% in 2014
  - Attend more than one event per month (+15 per year)

- **33% 2017**
  - 17% in 2014
  - Attend average of one event per month (9-15 per year)

- **67% 2017**
  - 55% 2016
  - Will attend more events next year

- **21% 2017**
  - 32% 2016
  - Will attend same number

Events remain and will continue to be a significant part of the Developer Relations tactical activities.
Hackathons

4% 2017
24% in 2014

2017
24% in 2014

Attend on average one hackathon per month (+15 & 9-15 per year)
A significant shift in attendance since 2014.

48% 2017
61% in 2014

Attend 1-3 per year
Another significant shift in attendance since 2014

30% 2017
36% 2016

Will attend more hackathons next year

47% 2017
34% 2016

Will attend same number

Hackathon participation peaked between 2014 and 2015.
Do you have a Champion or Advocate Program to recognize and work with highly engaged developers?

- Yes: 32%
- No - but thinking about it: 51%
- No and no plans for one: 17%
# Tools Used in Dev Programs

A variety of tools are used to manage and monitor developer program.

Over 50% use simple tools like Google docs and Spreadsheets.

<table>
<thead>
<tr>
<th>Tools</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web analytics tools (Google Analytics, Mint, etc.)</td>
<td>71.23%</td>
</tr>
<tr>
<td>Simple in-house (Google docs, XLS spreadsheets etc)</td>
<td>56.16%</td>
</tr>
<tr>
<td>CRM system (Salesforce, Zoho CRM, Insightly, etc.)</td>
<td>45.21%</td>
</tr>
<tr>
<td>Documentation generation/management tools (Apiary, Slate, Readme.io, etc.)</td>
<td>38.36%</td>
</tr>
<tr>
<td>Help desk tools (Freshdesk, Zendesk, etc.)</td>
<td>34.25%</td>
</tr>
<tr>
<td>Social media monitoring tools (Radian5, Lithium, BuzzMetrics, etc.)</td>
<td>28.77%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9.59%</td>
</tr>
<tr>
<td>None</td>
<td>2.74%</td>
</tr>
</tbody>
</table>

‘Other’ included:
- Internal Dashboard
- GitHub issues, Wrike, Box
- In-house tooling
- enrichment APIs, email marketing, slack, hosting services
- Swagger
- Marketo
- Airtable, mode, tableau
How do you Measure Success

- Usage of our product (API calls, registrations, revenue) 61.64%
- Content created (blogs, docs, samples) 52.05%
- Event metrics such as contacts/leads gathered 46.58%
- Apps developed/downloaded 34.25%
- Our bosses were happy 32.88%
- Web-portal activity 27.40%
- Social media or publicity numbers 27.40%
- Github activity 23.29%
- SDK downloads 23.29%
- Revenue for product usage 19.18%
- Number of high profile/hitlist companies signed up to your product 13.70%
- Our budgets were increased 10.96%
- Other (please specify) Responses 8.22%
- I got a raise / promotion 4.11%

Product usage remains #1 at 61.6% followed by Content Creation at 52% and Event Metrics at 46.6%

Success measurement of programs has stayed relatively constant over the last 4 years.
Biggest Challenges Ahead

Developer Programs are worrying less about finding qualified developers and are finding growing challenges in team training and product launches.

Scaling programs (53%) and increasing engagement (48.8%) remain Top Challenges

Getting internal support and sufficient budget for programs remains a concern.
DevRel:

4. The People
Who are the People in Developer Relations?

**Age**

We see a range of ages from 22 to 40+.

The majority (37%) are senior individuals over 40 years of age with the sweet spot those in their 30s (40%).

75% of respondents are male.

10% identify as LGBTQ

80% of females are in Non DevRel Companies.

Males are equally located in ONLY DevRel and NON DevRel companies.

**Gender**

75%

20.5%

2.5%

1.4%
Tech Degree

- For all reporting, **56%** have a technical degree.
- Only **27%** of female respondents have a technical degree.
- **62% of males** have a technical degree.

A technical degree is not a key qualifier for a job in DevRel.
### Years of Experience

<table>
<thead>
<tr>
<th>Developer Relations Experience</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 Year</td>
<td>16.4%</td>
<td>14%</td>
</tr>
<tr>
<td>1-2 Years</td>
<td>3.6%</td>
<td>14%</td>
</tr>
<tr>
<td>2-4 Years</td>
<td>43.6%</td>
<td>18.6%</td>
</tr>
<tr>
<td>4-7 Years</td>
<td>21.8%</td>
<td>25.5%</td>
</tr>
<tr>
<td>7-10 years</td>
<td>5.5%</td>
<td>14%</td>
</tr>
<tr>
<td>10-15 Years</td>
<td>1.8%</td>
<td>11.6%</td>
</tr>
<tr>
<td>15+</td>
<td>7.3%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

DevRel is still a new field, but the collective experience is growing.
DevRel has a range of salaries, with the sweet spot in the $100-150k range.
Silicon Valley salaries start at 100K.
Travel is a given in DevRel

38% travel at least once a month. 0% declared “I don’t travel!”
Self Care

Travel, long hours, and the pace of our industry can take its toll, how do you practice self care?

Spending time with Family and Friends was the #1 response for self care.

10% declared they ‘do nothing’ for self care.
Self Care

Travel, long hours, and the pace of our industry can take its toll, how do you practice self care?

‘Other’ also included:

• Naps
• I drink for the mind and compensate with healthy eating and exercise.
• Say No to Travel.
• Don’t attend every evening function offered. It's ok to be "anti-social" and get a good night's rest.
• Maintain good life/work balance.
• Traveling with supplements and acupuncture, chiropractor after travel.
• Surfing and Scuba diving.
• Frequent GP checkups.
• Self medication, if you know what I mean.
• Therapy!

“I would do any or all of these things, if I could get away with actually doing them. Management frowns upon most of this, insofar as it takes up work time. And especially upon saying no”

“None of these (getting better at saying no, no, though), but thanks for the list! ♥”
Learning about DevRel

How did you learn to be a developer relations practitioner?
How do you keep learning?

I did meetups, events, code and other elements of the job and then I found out it was a job!

#1 Seat of my pants.. learned on the job (94.5%)
#2 Hanging out with other folks in DevRel (63%)

There are few formal options for learning about DevRel.
TOP skills needed to be successful in DevRel

These skills consistently come out on top every year with Communications clearly #1.

78% Communications

41% Technical

43% Empathy

27% Quick Learner

‘Other’ included:
- Being weird – people love unique people
- Curious
- Common Sense
- Thinking on your feet
- Ability to articulate what DevRel is, and why it should exist (seriously!)
- Being approachable
- Ability to say no
- Be nerdy but slightly cooler than developers, so they are approachable and looked up to
- Strategic
- Persistence

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In Memoriam

Carlo Longino
March 12, 1978 to October 6, 2017

This survey is dedicated to our good friend and colleague who passed away after a battle with cancer. He would have helped in analyzing this survey as he had for the last few years and probably would have added his own brand of humour to liven it up.

Carlo was a long time developer evangelist and worked for WIP for the last 7 years. He was a pioneer in advocating for developers and a visionary with his insights into the field of DevRel. He is deeply missed.
INNOVATION: Starts with Developers

12 years of Outsourced Developer Relations
Building developer programs and ecosystems for emerging technologies

www.WIPFactory.com