



5th Annual DevRel Survey

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Overview

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.



Overview

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

Term	
ALL	Combined ALL responses Information provided is based on all responses unless otherwise noted.
ONLY DevRel:	Answers filtered on ONLY DevRel focus companies <i>See Slide 10, based on survey question #4 re Customer Focus – Yes we are all about Developers.</i>
NON DevRel:	Answers filtered on NON DevRel focus companies <i>See Slide 10, based on survey question #4 Customer Focus – A Developer Program is a part of our company’s offering.</i> 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

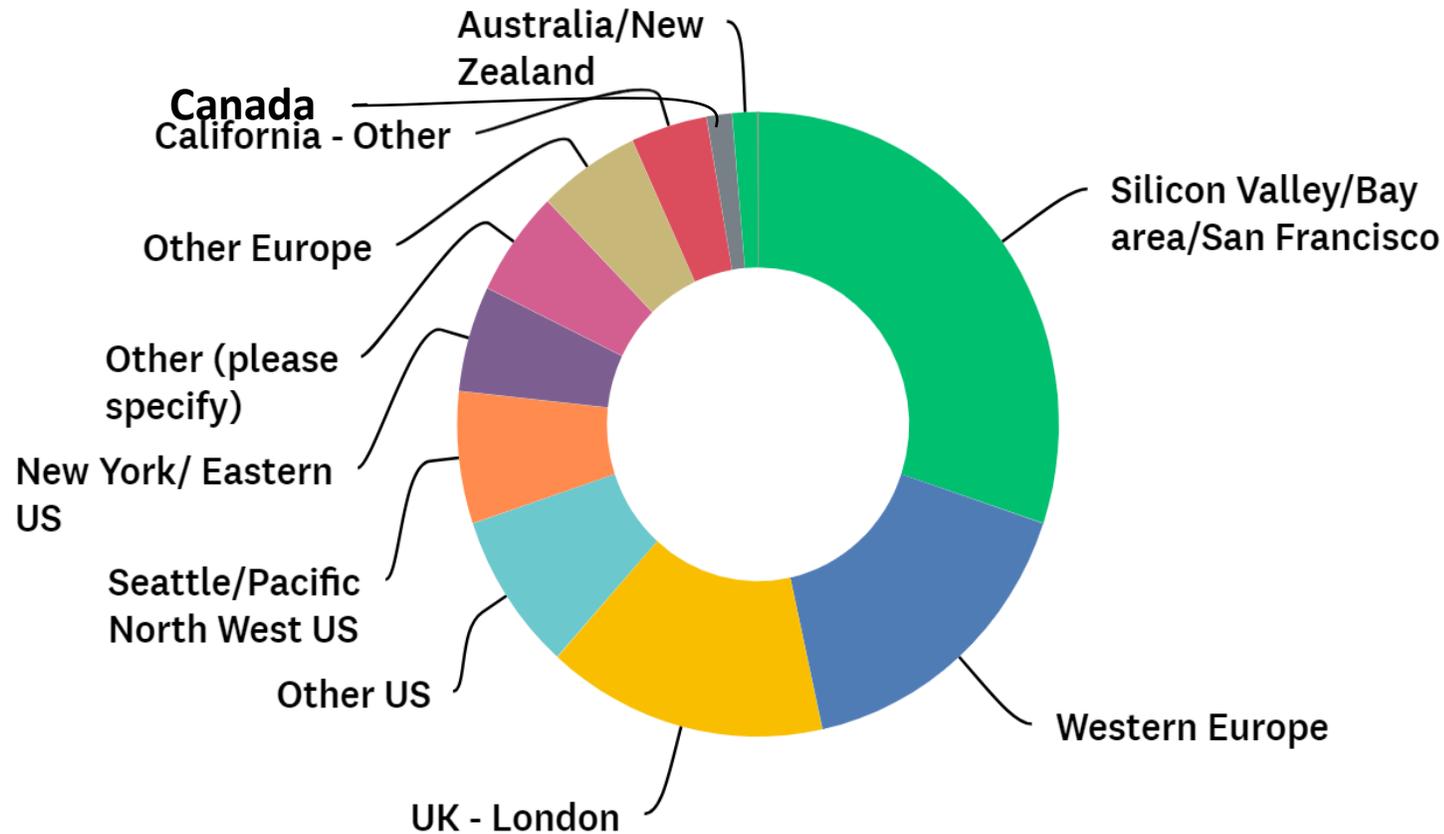
DevRel:

1. The Companies, Industries, Location

Company Size

Size of Company	2017	2016
Large (over 1500 employees)	39%	49%
Mid Sized (Between 100 and 1500 employees)	37.5%	30%
Small (Under 100 employees)	24%	21%
Under 10	3.4%	10%

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**

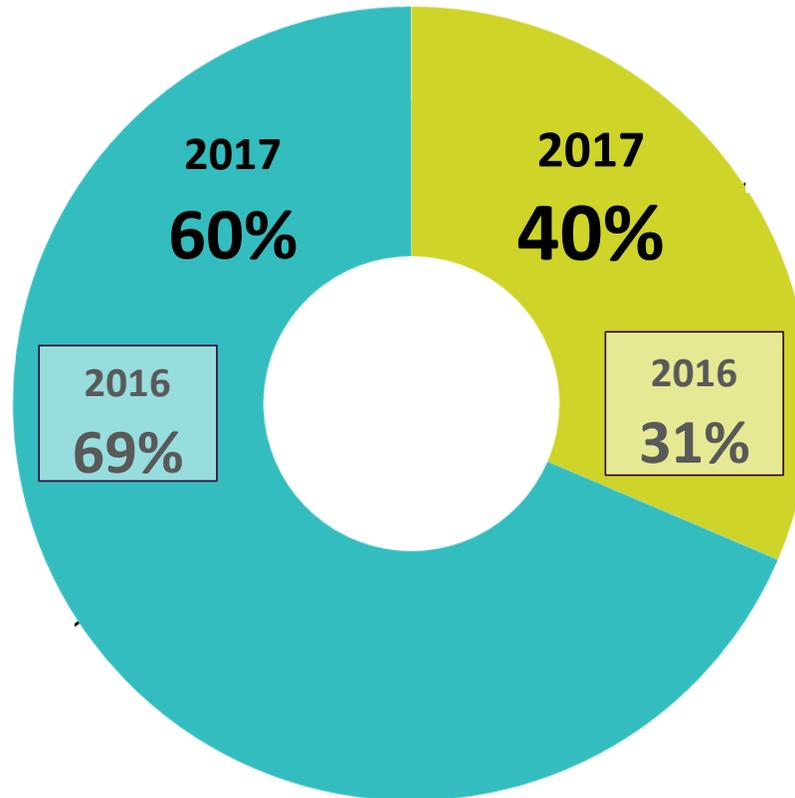
There has been a significant **decrease from the Telecom sector** which was up to 16% in 2015 **down to a 5.5% in 2016.**

Company's Customer Focus

NON DevRel* Focus

NO – Our Developer Program is just a part of our company's offering

*Note: This group trended towards large companies;
62% were > 1500 employees.*



ONLY DevRel* Focus

YES – We are all about developers

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

Company Position

Where does DevRel Sit in your Organization?

43% Product / Tech/ Engineering/CTO office
28% Marketing
12.5% Stand alone
3.4% Sales
3.4 % Innovation
5% Not Sure

Overall, Developer Relations is a Product driven function within an organization.

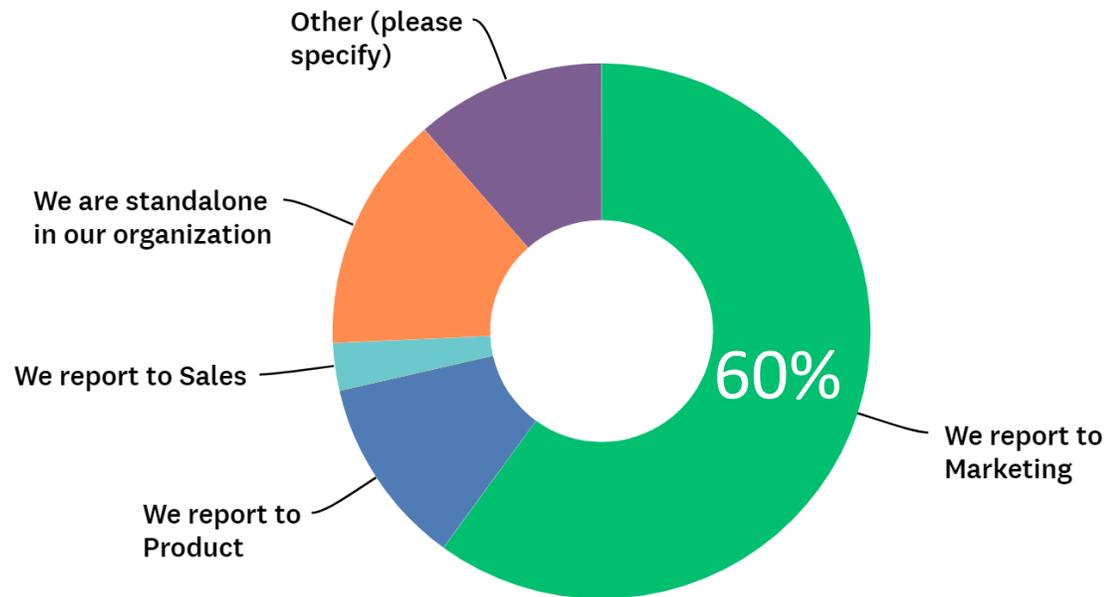
I used to report to Corp. Marketing, but I report now to CTO office.”

“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.”

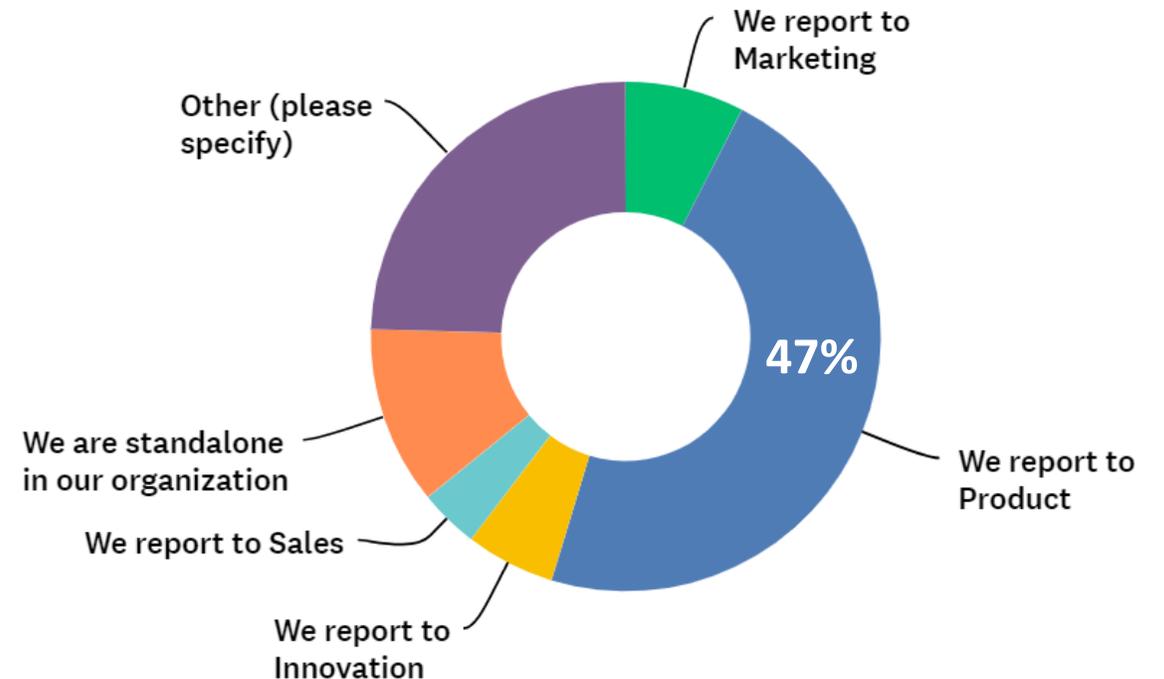
Company Position (2)

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**

ONLY DevRel



NON DevRel



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.

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

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.

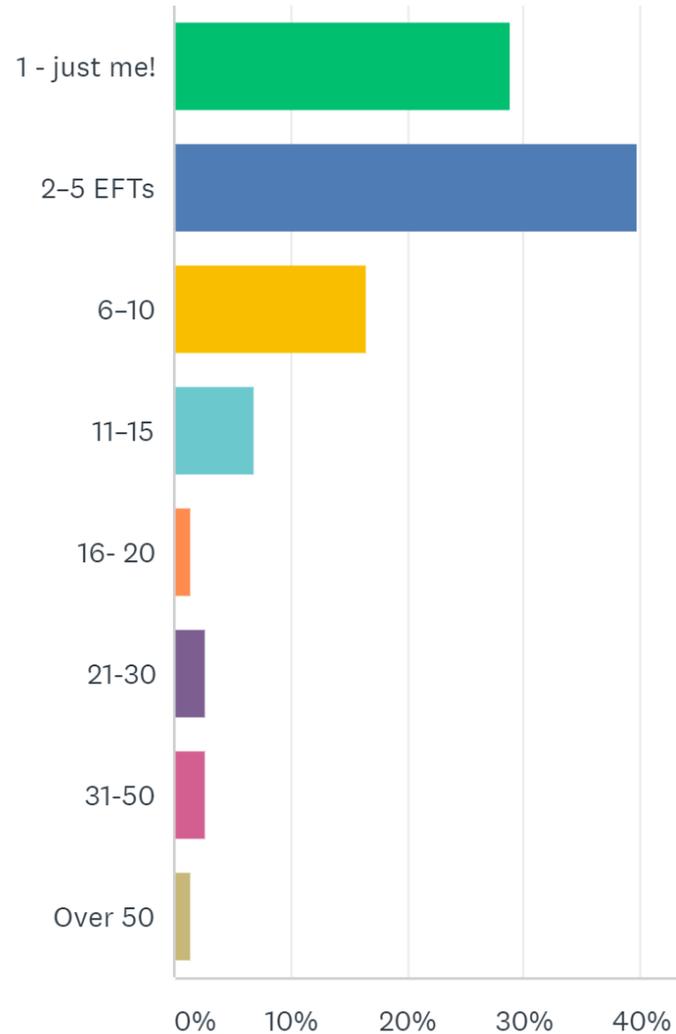
Communicate, communicate, communicate

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

Creating goals that depend on both of us.

Getting shit done.

Team Size



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

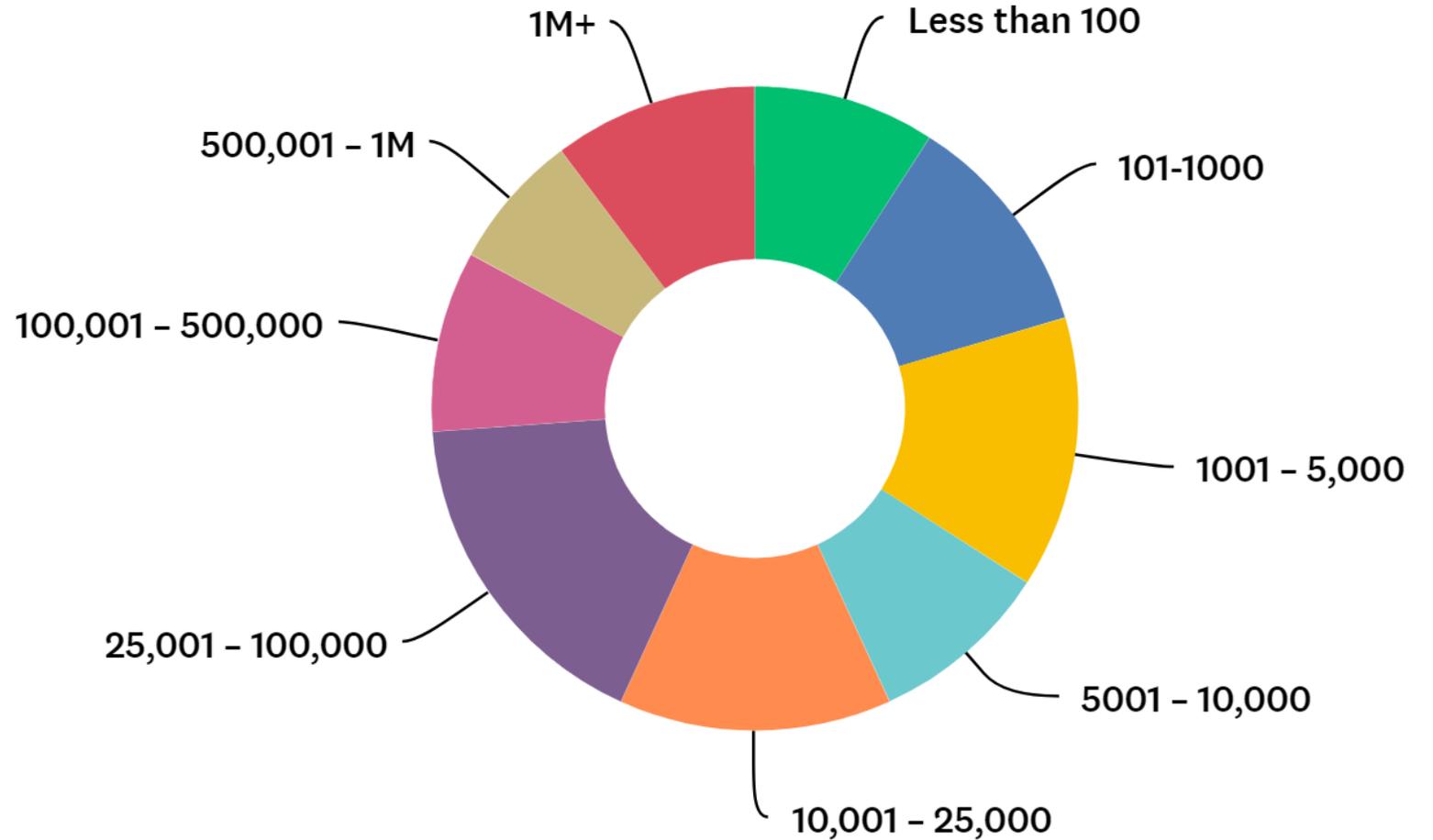
100% ONLY DevRel companies
have a team size of 15 or under.
80% are 5 and under.

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.

Size of Developer Communities

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.



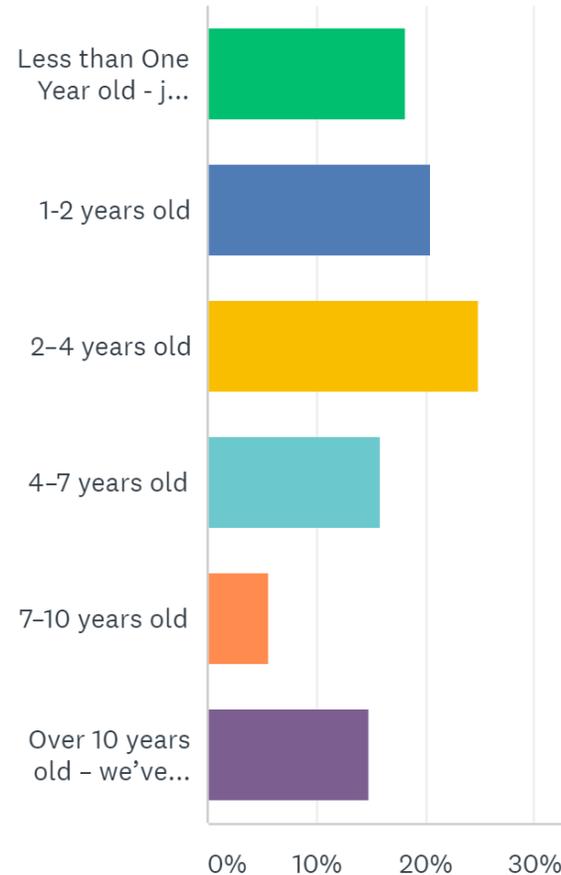
Age of Developer Program

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

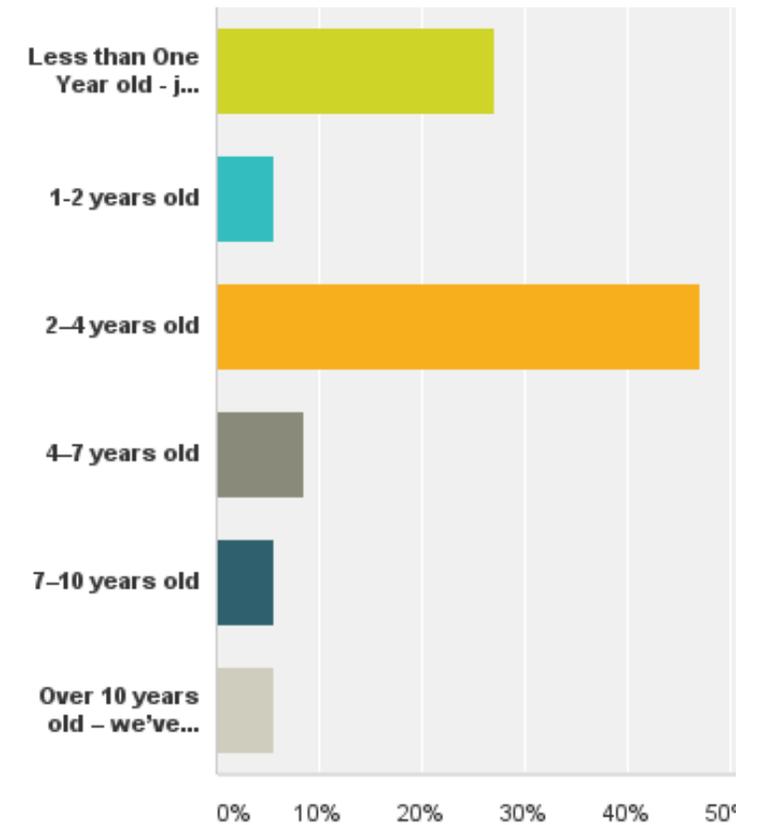
New Dev Programs are *arising out of new companies but also out of areas in existing companies.*

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

ALL



2016



DevRel:

3. The Strategies and Challenges

How Developers are Targeted

> 50%

57% - Vertical Market
55% - Language

>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

ALL

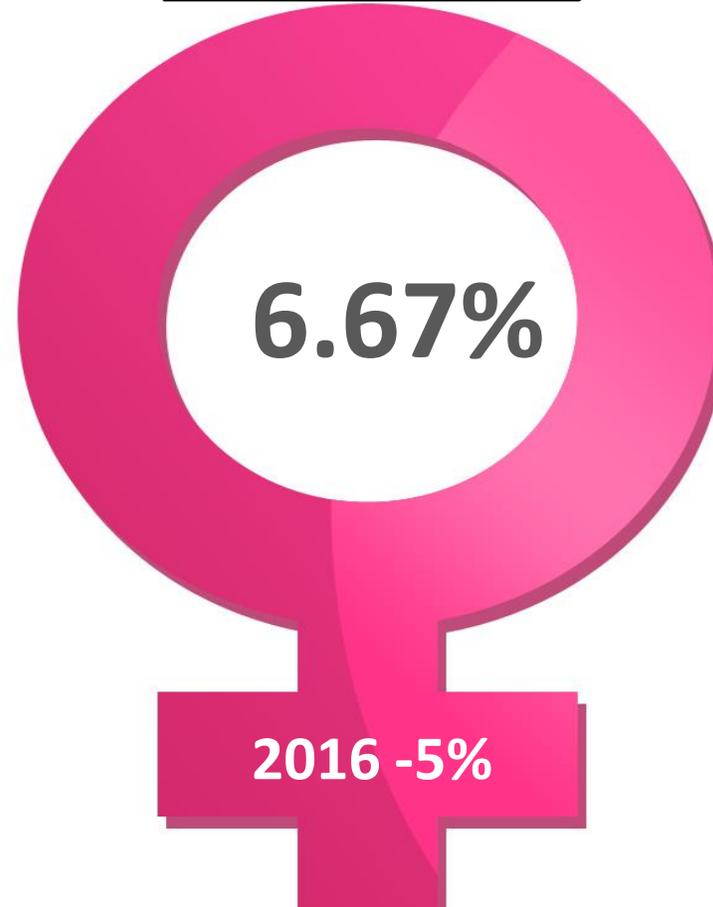
Silicon Valley

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).



In Silicon Valley
(30% of respondents)
0% target females or LGBTQ

In Western Europe
17% target for diversity

Let's do better to target and encourage diversity.

Channels used for Outreach

Most Used – Top 5

ALL

1. Events & Conference (87%)
2. Social Media (81%)
3. Content Marketing (73%)
4. Meetups (69%)
5. Direct 1-1 Outreach (64%)

ONLY DevRel

1. Content Marketing (94%)
2. Social Media (93%)
3. Events & Conference (90%)
4. Meetups (80%)
5. Direct 1-1 Outreach (61%)

NON DevRel

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

Other Channels

- Hackathons
- Workshops
- Advertising
- Accelerators
- University Outreach
- Contests
- Media Relations
- Startup Pitches
- Partnerships
- Github



The Use of **Content Marketing**
has increased

2016

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

Report to Marketing

1. Events & Conference (90%)
2. Meetups (86%)
3. Social Media (86%)
4. Content Marketing (81%)
5. Advertising (62%)

Report to Product

1. Events & Conference (80%)
2. Social Media (80%)
3. Direct 1-1 outreach (60%)
4. Hackathons (60%)
5. Meetups (60%)

Silicon Valley

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

Channels used for Outreach

Most Effective- Top 5

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

Other Channels

(In order of results)

- Workshops
- Hackathons
- Advertising
- Contests
- Media Relations
- Accelerators
- Investors
- Startup Pitches
- Partnerships
- University Outreach
- GitHub
- Tutorials

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

Most Used – Top 5

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. GitHub
5. Forums

Other Channels

- Online Chat
- Help desk
- YouTube
- Mailing List
- Phone Calls
- Discord
- Intercom
- LinkedIn

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

Channels used for Support

Most Effective – Top 5

ALL

1. Company Website/ Forums (51%)
2. Email (41%)
3. GitHub, Twitter & Stack overflow (27%)
4. Events (18%)

ONLY DevRel

1. Email
2. Stack overflow
3. Company Website/ Forums
4. Twitter
5. GitHub
6. Events

NON DevRel

1. Company Website/ Forums
2. Email
3. GitHub
4. Twitter
5. Events
6. Slack

Other Channels

- Slack
- Online Chat
- Help Desk
- YouTube
- Mailing Lists
- Phone Calls
- Intercom
- Discord

2016

1. Company Website/ Forums
2. Email
3. GitHub
4. Twitter
5. Events
6. Stack overflow

Report to Marketing

1. Stack overflow
2. Company Website/ Forums
3. Email
4. Slack
5. GitHub

Report to Product

1. Company Website/ Forums
2. Email
3. Twitter
4. GitHub
5. Events
6. Stack overflow

Silicon Valley

1. Company Website
2. Email
3. Stack overflow
4. Events
5. GitHub
6. Twitter/Slack

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

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

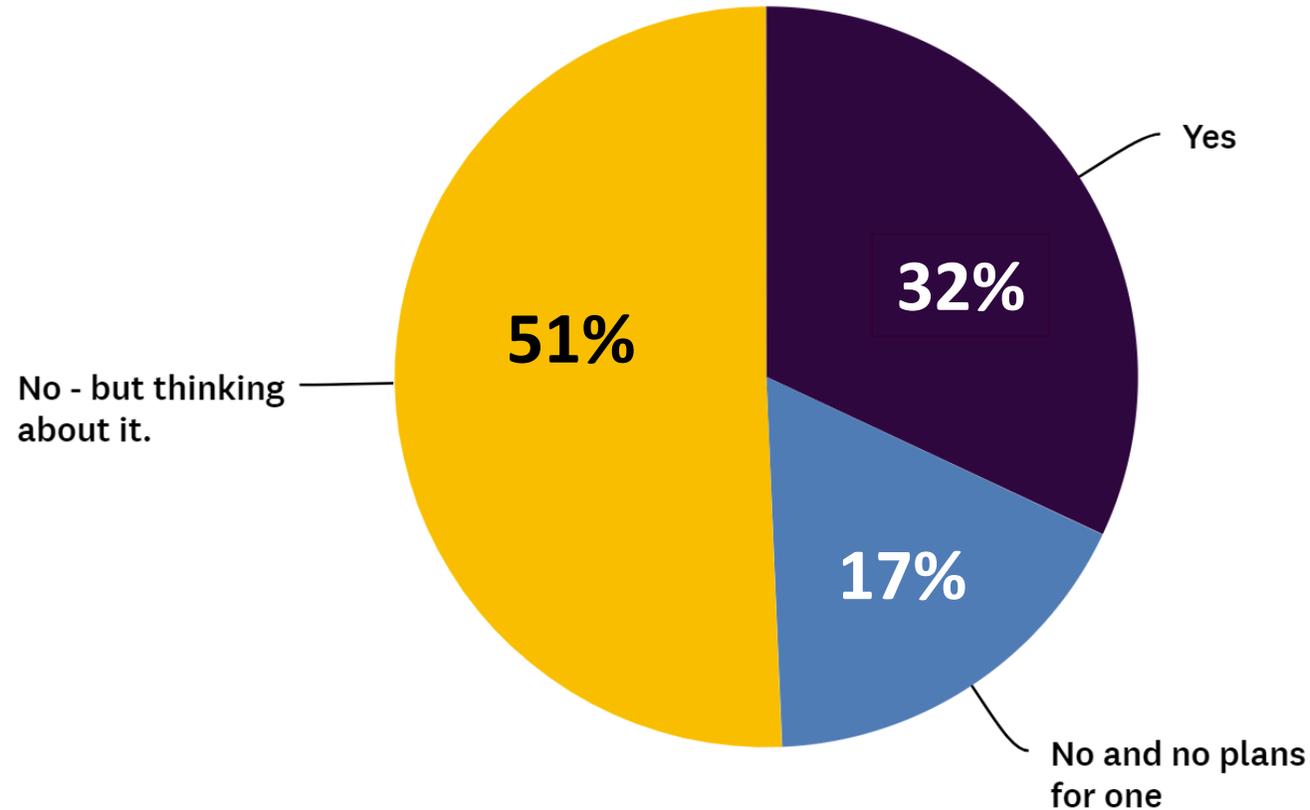
 Will attend **more** hackathons next year

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?



Tools Used in Dev Programs

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

'Other' included:

- Internal Dashboard
- GitHub issues, Wrike, Box
- In-house tooling
- enrichment APIs, email marketing, slack, hosting services
- Swagger
- Marketo
- Airtable, mode, tableau

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

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

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

2017

Scaling our outreach and getting enough developers	53.49%
Increasing engagement with our developers	48.84%
Keeping content fresh and current	27.91%
Getting internal support for our program	23.26%
Getting sufficient budget	23.26%
Personal and team training in dev relations	23.26%
Launching new products	23.26%
Generating revenue from our program	20.93%
Finding qualified staff - technical	16.28%
Finding great/qualified developers	16.28%
Scaling our Support	16.28%
Finding qualified staff - marketing	11.63%
Other (please specify)	2.33%

2016

Increasing engagement with our developers	61.82%
Scaling our outreach and getting enough developers	58.18%
Finding great/qualified developers	32.73%
Getting internal support for our program	29.09%
Keeping content fresh and current	27.27%
Generating revenue from our program	23.64%
Getting sufficient budget	20.00%
Scaling our Support	20.00%
Personal and team training in dev relations	16.36%
Finding qualified staff - marketing	14.55%
Finding qualified staff - technical	14.55%
Launching new products	14.55%

Other (please specify)

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

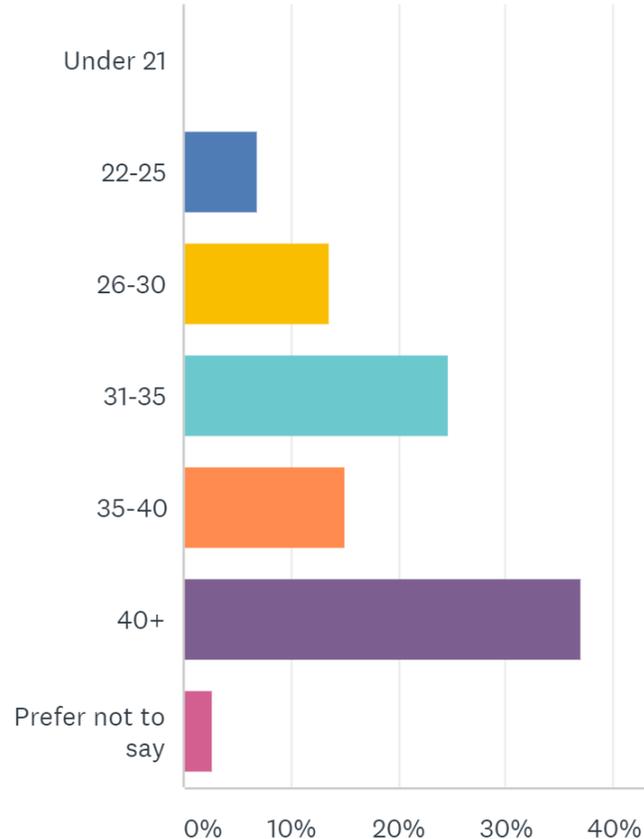
Getting **internal support** and **sufficient budget** for programs remains a concern.

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%)**.

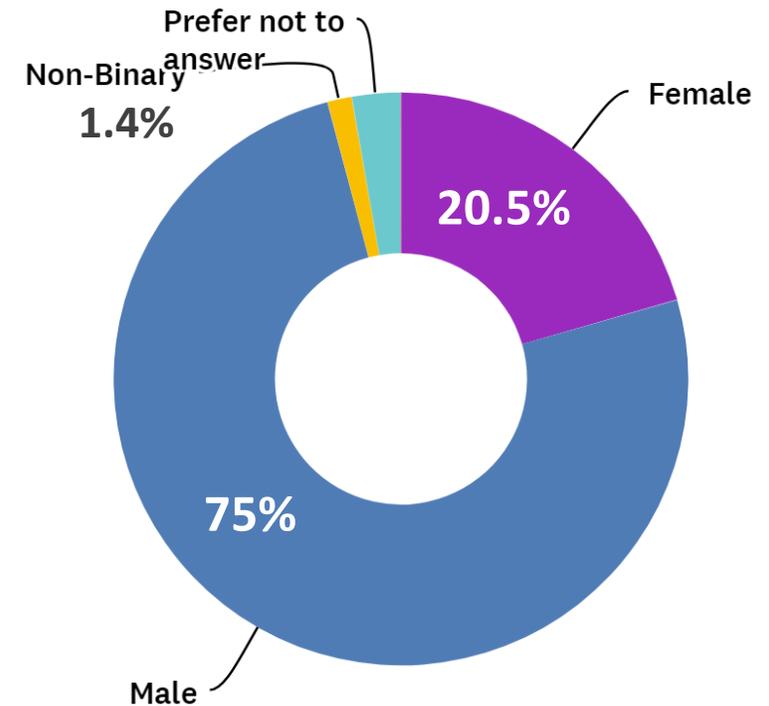
75% of respondents are **male**.

10% identify as **LGBTQ**

80% of females are in **Non DevRel Companies**.

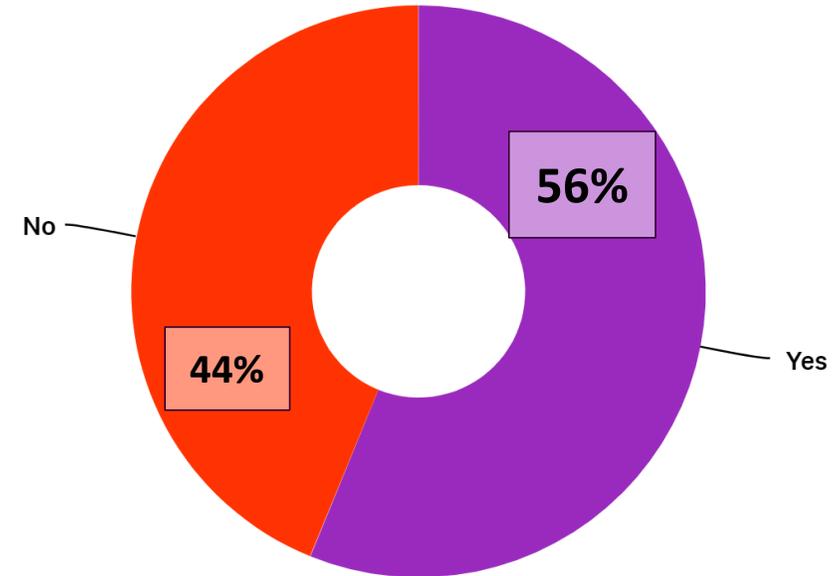
Males are **equally** located in **ONLY DevRel and NON DevRel** companies.

Gender



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.

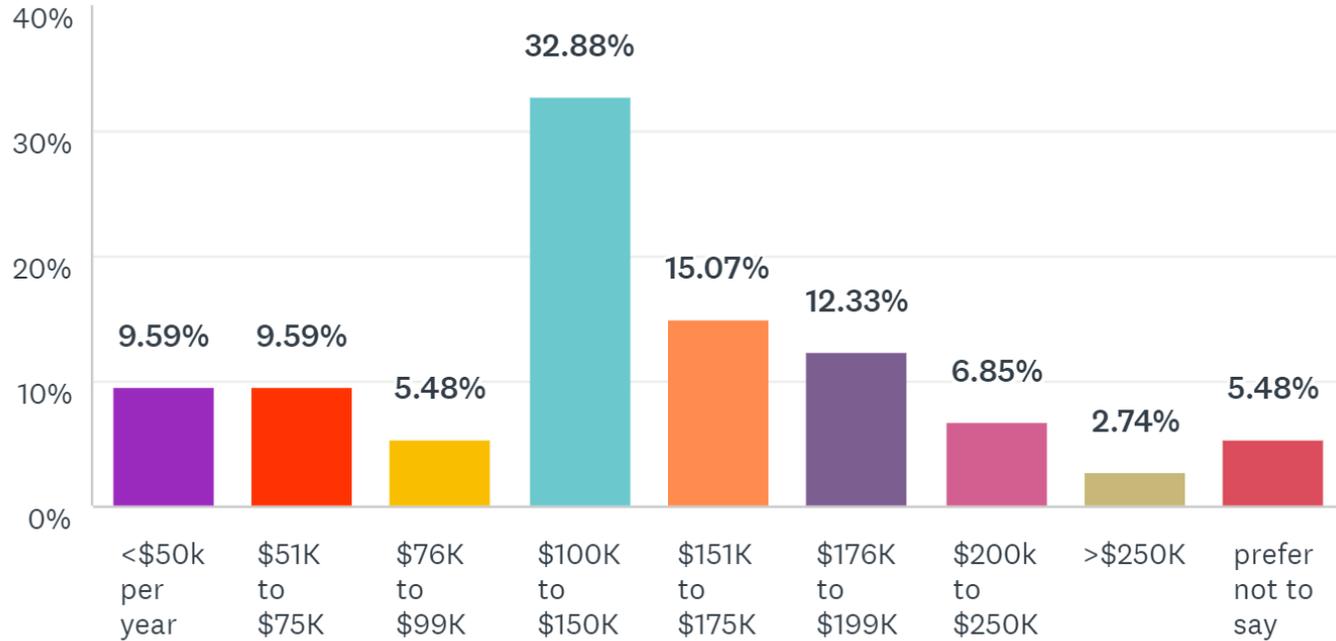
Years of Experience

Developer Relations Experience		
	2016	2017
<1 Year	16.4%	14%
1-2 Years	3.6%	14%
2-4 Years	43.6%	18.6%
4-7 Years	21.8%	25.5%
7-10 years	5.5%	14%
10-15 Years	1.8%	11.6%
15+	7.3%	2.3%

DevRel is still a new field, but the collective experience is growing.

Salary

ALL

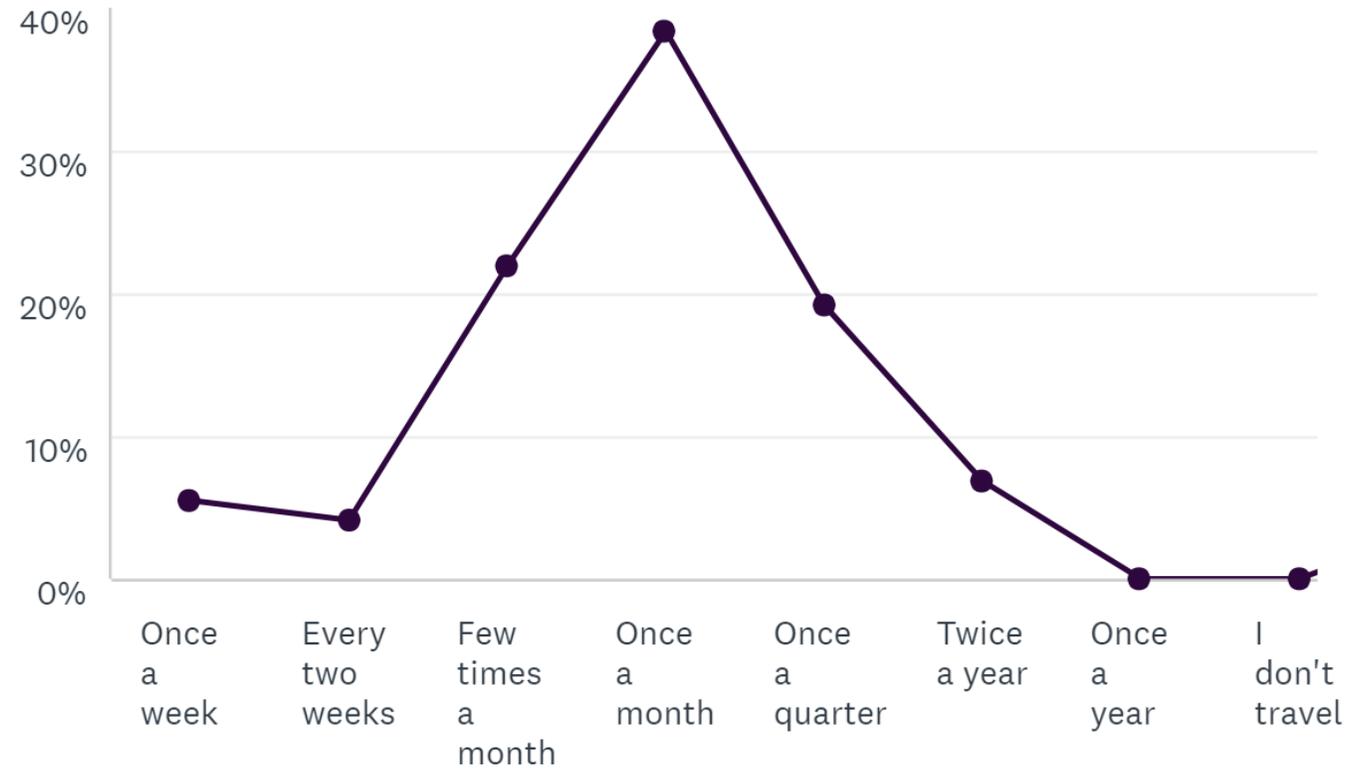


Silicon Valley



DevRel has a range of salaries, with the sweet spot in the \$100-150k range. Silicon Valley salaries start at 100K.

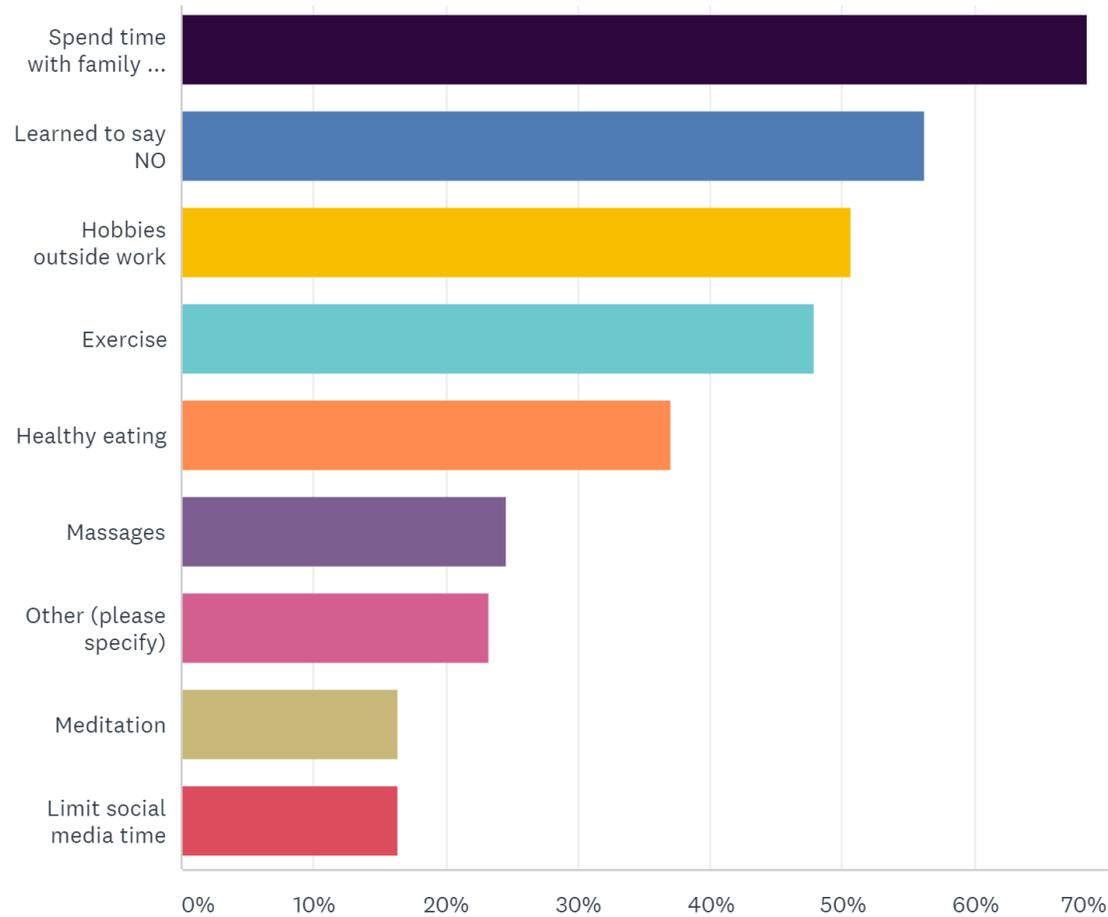
Travel is a given in DevRel



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?

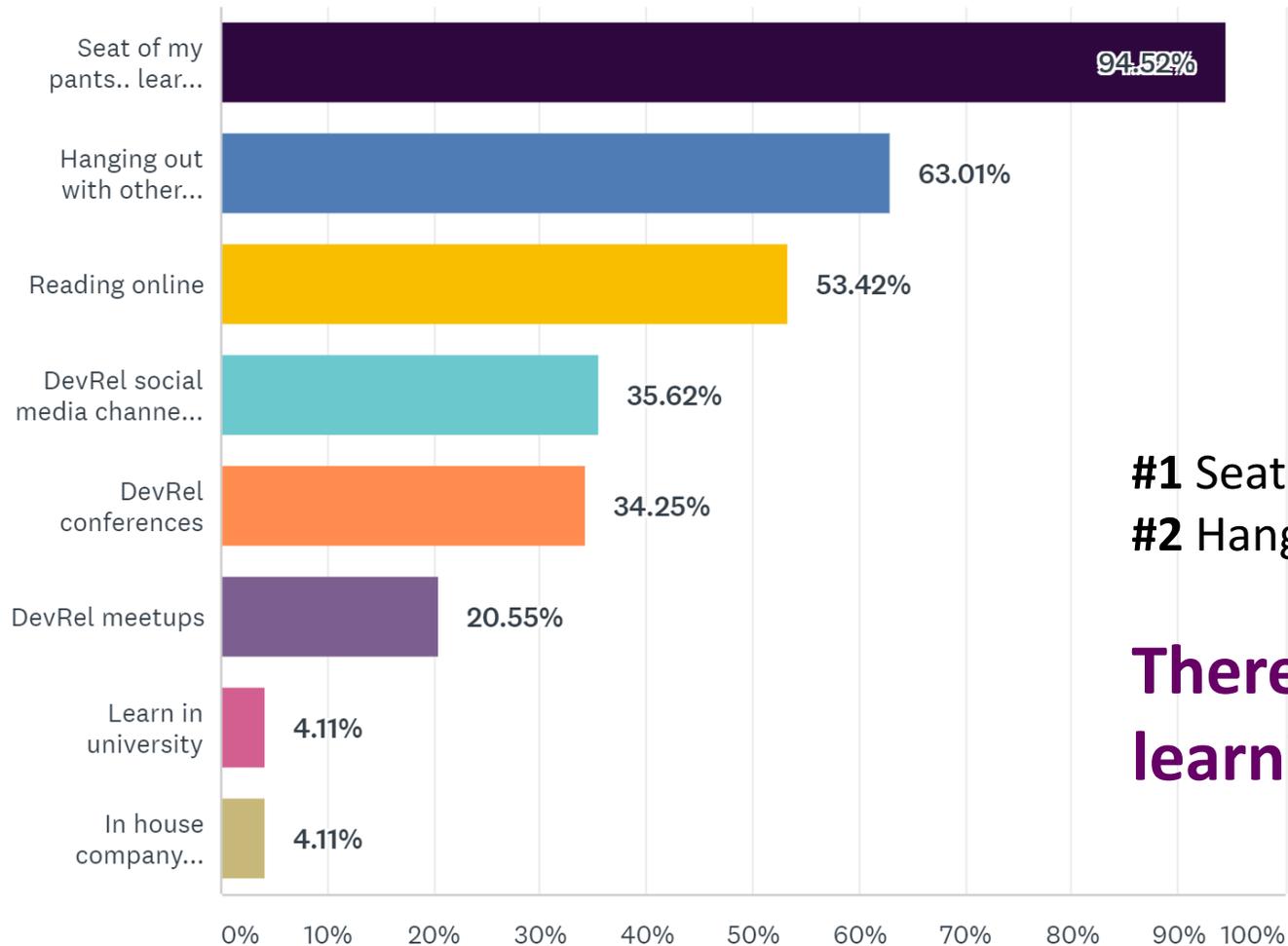
'Other' also included:

- 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!

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

***“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”***

Learning about DevRel



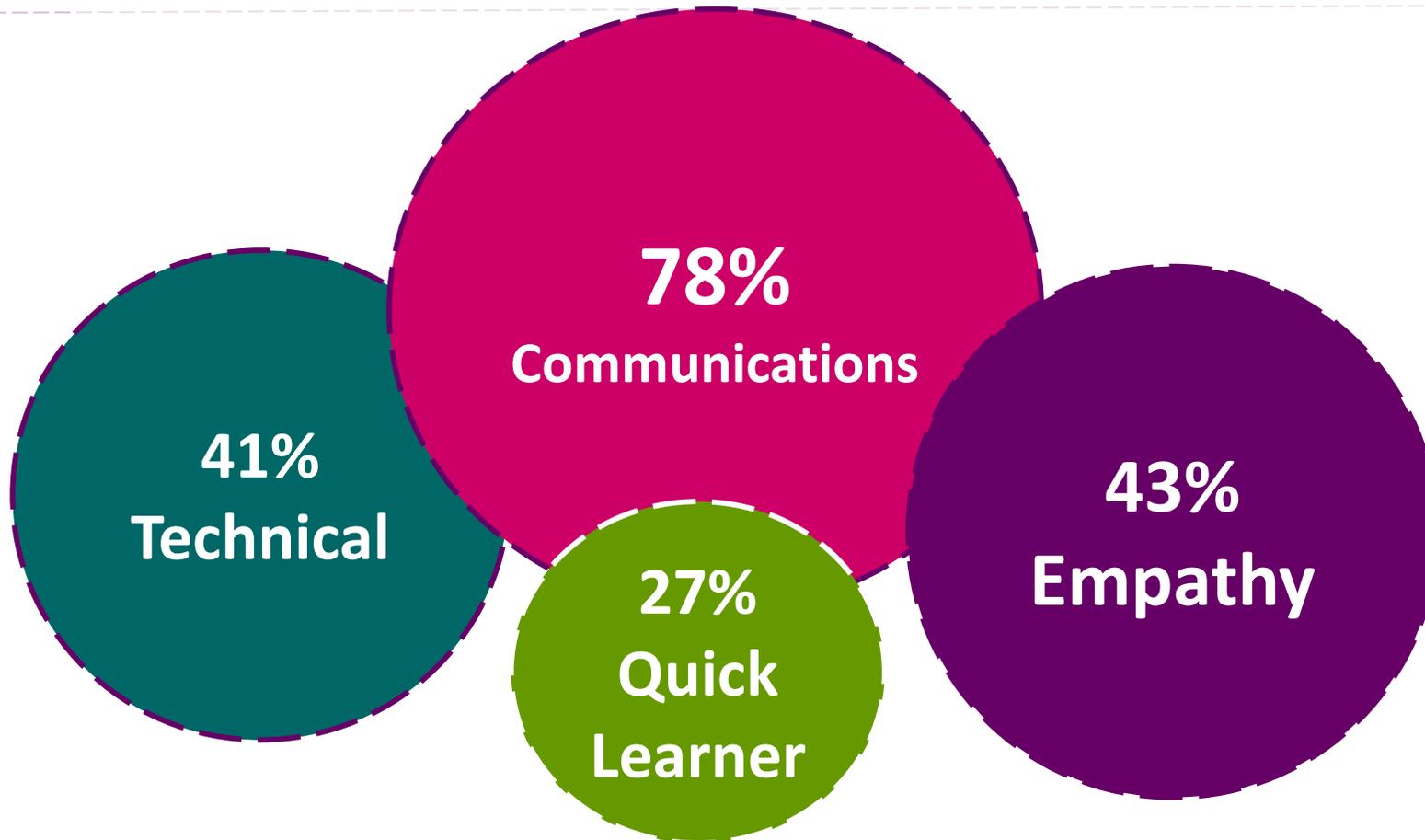
“I did meetups, events, code and other elements of the job and then I found out it was a job!”

- #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.

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

TOP skills needed to be successful in DevRel



'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*

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

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