

Crowdtesting with Testbirds

Crowdtesting means we test and help optimize the user-friendliness, usability, and functionality of digital products in real-world conditions using the collective power of a global online community – our Crowd.



400,000 Testers

900,000 Devices

193 Countries

Crowdtesting Benefits



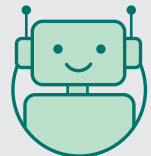
- › **Relevant target group** – we have 400,000 testers in 193 countries, utilising 65+ demographic criteria. This means we can provide target groups that match the real end-users of clients.
- › **Device diversity** – our Crowd offers a large variety of devices and systems, matching any testing requirements. Replicating an in-house device farm of this scale is very difficult and expensive.
- › **Real-world conditions** – using real users with real devices lets us test products in real-world conditions, and discover issues that are overlooked with in-house testing.
- › **Ad-hoc availability & suitability** – our Crowd is available when clients need it and their testing expertise is applicable for all stages of the development life cycle.
- › **Real-time status tracking** – clients can follow the progress of their projects on-demand through our platform, the Nest.
- › **Flexibility & cost control** – with our virtual currency, BirdCoins, clients have the flexibility to create, run, and evaluate their tests when it best suits them through our Self-Service model. Bug reports can be exported to the client's platform so they can start working on tickets immediately.
- › **Experienced project managers & reporting** – with our Managed Service, our project managers create, coordinate, and evaluate the tests and provide detailed reports including suggestions on improvements/optimization.

Key Credentials



- › **Experience** – in 8 years as a company we've completed 1,800+ projects with more than 700 clients, a customer satisfaction of 9.2/10, and established several strategic partnerships with large brands.
- › **Certifications** – our Crowd consists of both regular end-users and professional testers. There are more than 70 certifications, including ISTQB, CAST, CSTE, and more.
- › **Code of Conduct** – we initiated these guidelines for fair working conditions in CrowdworKing. Our CoC is supported by the German Crowdsourcing Association and other companies working with crowdsourcing.
- › **Awards** – we've received many awards over these few, short years, primarily for innovation and rapid growth, from reputable sources such as Deloitte, McKinsey, Financial Times, and more.

Who & What We Work With



- › **Industries** – All digital products need testing but there are certain industries we've done extra well with:
 - › Retail
 - › Media
 - › Tourism
 - › Logistics
 - › Finance/Insurance
 - › Automotive
 - › Manufacturing
 - › Lifestyle
- › **Use Cases** – Again, all digital products need testing but these are our specific use cases (so far):
 - › Websites/Online shops
 - › Mobile apps
 - › Chatbots/virtual assistants
 - › IoT devices
 - › Games
 - › Wearables