

# Testing Reality.

Real users.

Real devices.

Real impact.



## WHY CROWDTESTING?

# Deliver Better Experiences

Taking your digital products to the next level starts with a true understanding of the very people using it – your customers.

With crowdtesting, you can gain deep customer insights by drawing on the power of one of the biggest and most active communities of real users and experienced testers.

Seamlessly integrate your users into the development process and streamline your testing with our unique portfolio of crowdtesting services.



## WHAT YOU GET

# Our Promise

### Quality

Fast, high-quality, and actionable insights enable you to quickly optimize your digital product

### Flexibility

Customize your project to your exact testing requirements and make adjustments at any stage of the process

### Innovation

Leverage our state-of-the-art testing solutions to stay on top of the latest trends and technology



**Building a better digital world – together.**

## HOW WE SUPPORT YOU

# What is Crowdtesting?

Crowdtesting is all about using the **collective power of a global online community**, our Crowd, to test your digital product in real-world conditions and optimize its user experience, usability, and functionality.

## Benefits of Crowdtesting

- ✓ Gain **real actionable insights** from users around the world cost-effectively – anytime, anywhere
- ✓ Fast and unbiased feedback **freed up in-house resources** and reduces your time-to-market
- ✓ Anticipate the needs of your specific target group, with more than **65 demographic criteria** to choose from
- ✓ Bespoke solutions for all your testing requirements, providing **unmatched flexibility, scalability, and speed** in all stages of development

## CROWDSOURCED TESTING

# Our Crowd

With over 65 demographic criteria to choose from, you can easily find testers who closely resemble your real customers.

Comprised of both regular end-users and testing experts, our Crowd of real users will deliver unbiased, actionable feedback that overcomes the operational blindness that comes with in-house testing.

Can't find your ideal testers in our Crowd? We can support you in building and nurturing custom tester groups with our recruitment capabilities and community management.

**1,000,000+**  
TESTERS WORLDWIDE

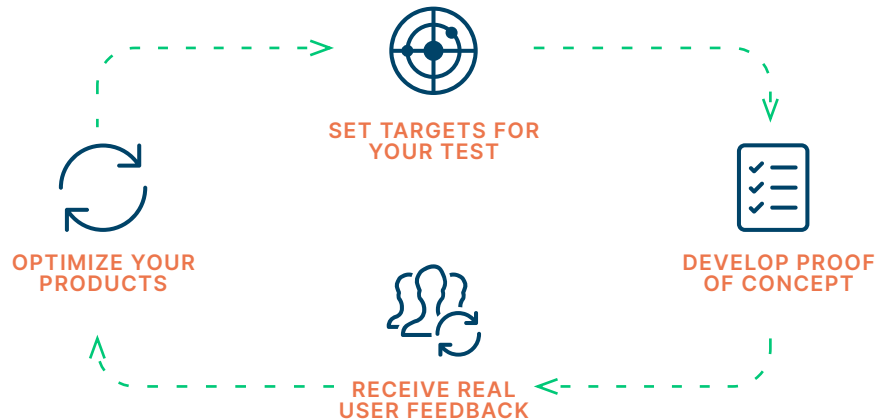
**1,500,000+**  
DIFFERENT DEVICES

**193**  
COUNTRIES

## OUR APPROACH

# How We Work, Together

From apps and websites to IoT devices, test any digital product, platform, solution, or service that you can think of – even if that product is still in its infancy.



As your strategic partner, you will receive expert guidance from our experienced project managers throughout the testing process. Choose your optimum level of involvement, while resting assured that your tests are running smoothly. Once testing is completed, you'll receive a detailed report with key results and clear recommendations for immediate optimization.

## YOUR BENEFITS

# Accelerate Your Growth



### Understand your customers

Integrate real users from around the world into your development process and get real actionable insights at any stage, anytime, anywhere.



### Drive conversions

Use the real user insights gained from crowdtesting to optimize your customer experience and increase your conversion rate.



### Increase revenue

Save valuable in-house resources, reduce your product's time to market, and accelerate your business growth.

## WHAT WE OFFER

# Our Service Portfolio

## QA QUALITY ASSURANCE

Quality Assurance prevents bugs and other functionality issues in a product. This includes both minor bugs that cause frustration or major issues that completely hinder the intended use of a product.

## UX USABILITY & UX

Usability and UX is crucial to the success of a digital product. If a product doesn't meet the needs of its users, there are many alternatives they can easily switch to, leaving an under-performing product behind.

## TE TESTBIRDS EXCLUSIVES

Testbirds Exclusives are our custom testing solutions created for distinct requirements and particular use cases. With elements of both QA and UX, these solutions provide full testing coverage, as well as specialty support.

## OUR INDUSTRY EXPERTISE

# Crowdtesting Use Cases

Looking to deliver a great digital customer experience? Or provide a smooth customer journey or payment process? While the possibilities are endless, here's a glimpse of what we've already tested for our clients:

- **Delivery, unboxing, and returns experience**
- **Banking connections and POS systems**
- **Customer service and online portals**
- **In-car digital solutions**
- **Subscription journeys**
- **Smart devices and IoT connectivity**
- **Gaming and streaming platforms**



# Curious about Crowdtesting?

Get in touch today!

[www.testbirds.com](http://www.testbirds.com)

[info@testbirds.com](mailto:info@testbirds.com)

**HQ Germany**  
**Testbirds GmbH**

Radlkoferstr. 2  
81373 Munich  
+49 89 85633350

**Office Leipzig**  
**Testbirds GmbH**

Basislager Coworking  
Floßplatz 6  
04107 Leipzig

**Office Netherlands**  
**Testbirds B.V.**

Oostenburgermiddenstr. 202  
1018 LL Amsterdam  
+31 20 8912375

**Office United Kingdom**  
**Testbirds Ltd.**

WeWork – 2 Minster Ct,  
London EC3R 7BB  
+31 20 8912375

