

COMPANY

eBay

INDUSTRY

Retail

TESTING TYPES

Mobile Beta Management

APP TYPES

Mobile Apps

CHALLENGES

Scaling a very small beta testing community to be large enough to represent its diverse base of buyers and sellers across the globe

Protecting intellectual property while granting thousands of external beta participant issues

Manage large amounts of invites, build distributions and participant feedback for both iOS and Android

RESULTS

Increase number of app downloads and continue to drive repeat usage by implementing suggestions into subsequent releases

Gather in-app feedback and bug reports which are implemented into product roadmaps and ensure alignment with current user sentiment

CASE STUDY**C****CUSTOMER**

Originally launched as an online auction site, eBay is one of the most recognizable names in the e-commerce marketplace. Founded in 1995, it has a user base of around 149 million active buyers, with approximately 700 million items listed on the website at any one time. What sets it apart from other marketplaces is the fact that it retains a diverse and varied community, many of whom are connected by a bewildering array of goods for sale.

With the global e-commerce market surpassing \$1.5 trillion annually, the importance of stellar shopping experience on the web, on mobile and wherever customers are has never been more important. Creating unique digital experiences helps e-commerce providers connect with their customers and drive loyal and repeat usage

CHALLENGES

As a recognized e-commerce leader eBay is well aware that it needs to make its marketplace as accessible as possible, especially when considering that e-commerce shopping is often conducted by those on-the-go.

In order to deliver stellar mobile experiences, eBay thinks about app quality from a holistic standpoint, not just fixing bugs or looking at usability feedback, but also listening to its most powerful users early and often.

SOLUTION

It's eBay's Kenric Russell, Manager of Mobile Beta Programs, who helps integrate the voice of employees and power sellers into their mobile development work-flow. "I joined the company to build this [beta] program, which was basically non-existent," says Russell, who is the manager of the eBay Mobile Beta Program. "We initially started with another company, but the primary concern was the NDA. There was

no NDA acceptance process. That was the catalyst." Protecting the intellectual property of one of the world's largest brands was a prime concern for Russell and eBay. Mobile Beta Management from Applause seamlessly gathered NDAs and built the necessary trust with their beta participants.

As part of his duties, Russell is in charge of the ongoing development of the popular eBay app and relies on a community of beta users to provide feedback on how a device-specific app performs under real world conditions. Having access to a large group of users who are already well engaged with eBay and excited to provide feedback, gave eBay the opportunity to collect and aggregate important user sentiment early and often in their development process.

RESULTS

"[Applause Mobile Beta Management] has definitely made it easier to recruit large volumes of users," he notes. "It's made it easier to distribute builds to those large volumes of users and it's made it easier to collect large volumes of feedback."

Through Mobile Beta Management, Russell was able to build out a program with over 100,000 invitees. By reaching out to a large user base, eBay is able to regularly hear feedback, collect bug and crash reports on their mobile apps from up to 6,500 users on a regular basis.

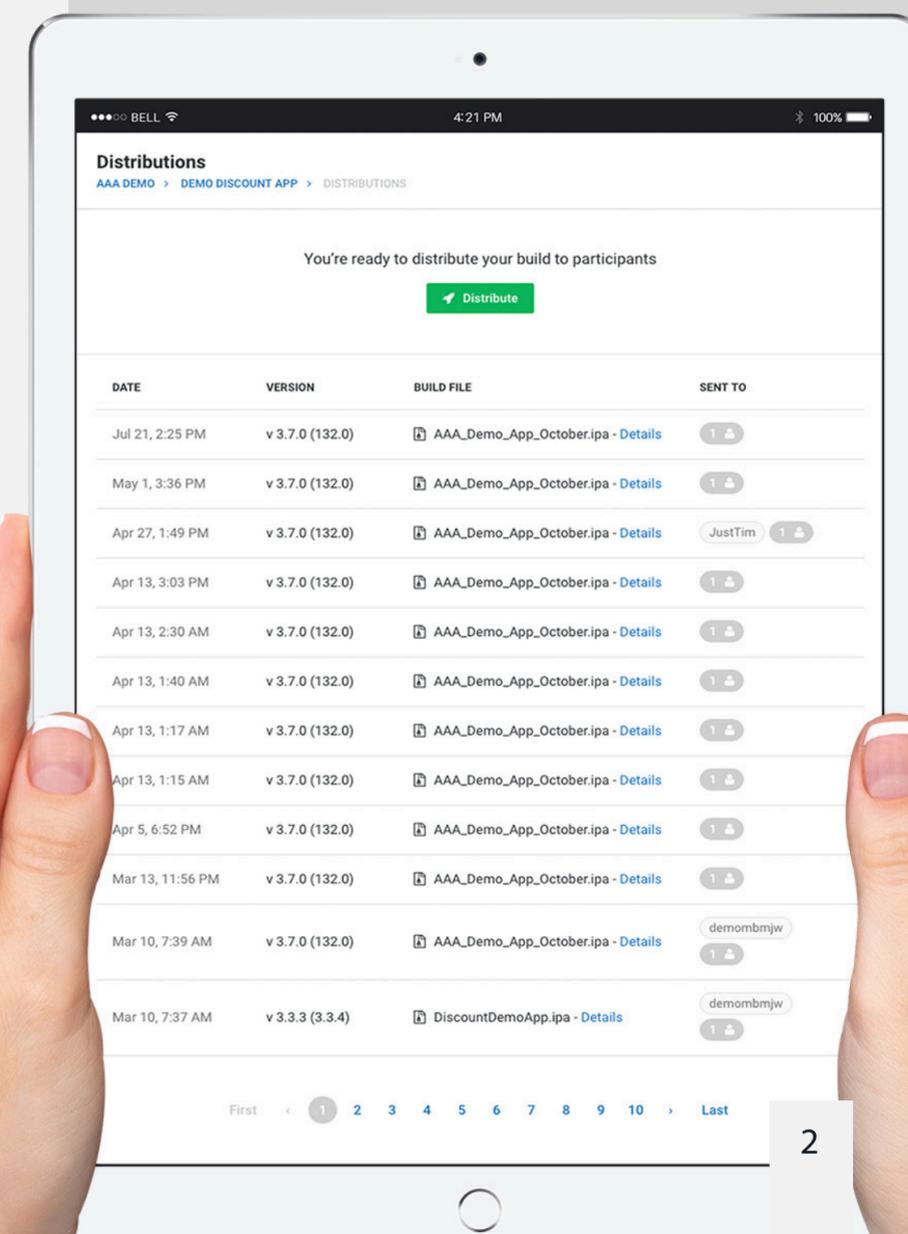
And the feedback that comes in helps eBay move their mobile markets forward. "Whether it's something that we can put into our build or something that we note for the future," Russell says. "That's where the magic happens."

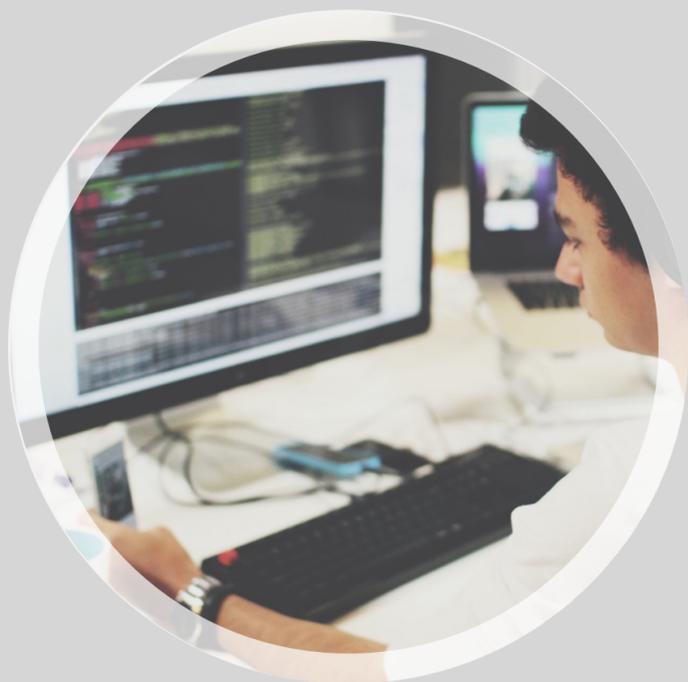
By combining on-going beta feedback with on-going testing efforts, eBay has been able to continually release mobile apps that are regularly category toppers, leading to increased mobile engagement and customer satisfaction. Being able to leverage data from a variety of in-the-wild testing sources extends the testing team beyond the company walls, and into the real world...a business solution that provides the same instant gratification as winning an auction or clicking "Buy It Now".

..... " [APPLAUSE MOBILE BETA MANAGEMENT] HAS DEFINITELY MADE IT EASIER TO RECRUIT LARGE VOLUMES OF USERS"

Kenric Russell

Mobile Beta Program Manager





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ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and- mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.