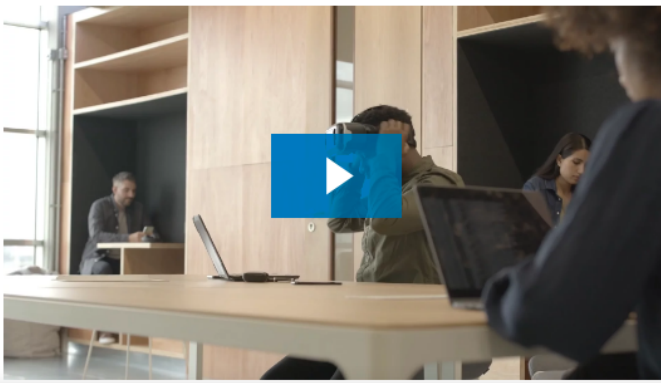## Deliver Quality Digital Experiences

Digital interactions are the front door to your brand today – and the most important touchpoint, as the majority of customers will leave after only one less-than-ideal experience. Applause helps digital-first brands like you by testing and assessing the quality of your digital assets and experiences – to ensure they work as intended, every time.

Unlike lab-based and offshore testing, Applause is the only partner that can provide authentic, real-world insight into how your digital assets perform – with the speed, scale and flexibility you expect. Our disruptive approach to digital quality harnesses the power of our enterprise-grade testing platform and leverages a vetted community of more than one million digital experts worldwide – ready to test on any device, and in any language, location and configuration. We dovetail seamlessly with your existing systems, while introducing no overhead. And deliver immediately actionable feedback, so you can release faster, with confidence.

The Applause Difference

- 24/7 global availability
- Community of vetted testers that include QA professionals, UX researchers, accessibility specialists, automation developers, SDETs, and other trained testers
- Access to millions of real devices and configurations in over 200 countries and territories
- An experienced team to monitor testing, provide guidance for continuous improvement, and deliver actionable reports
- Seamless integration with existing Agile and CI/CD workflows
- Highly secure and private approach
- Deep expertise across industries and use cases

Release Faster, with Confidence

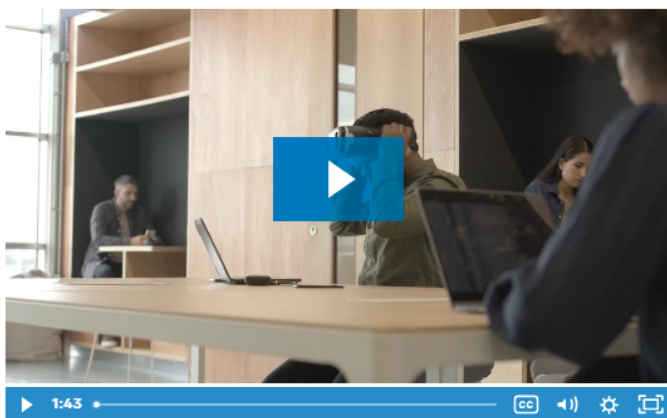## Contact Applause Today

* Indicates required field

First Name *	Last Name *
Title *	Company Name *
Number of Employees ⌄	Company Email *
Phone Number	Country * ⌄
How Did You Find Us? *	How Can We Help?

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Submit

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> Applause has been a great partner with us to help ensure that when we have a new build of our software that it works as expected in these different regions.
>
> — Akash Garg
> Director of Engineering, Uber

Learn About Our Approach to Digital Quality

Our Solutions

The Applause Platform

Blog

Pioneers in Crowdtesting

Our Solutions

Applause provides a wide range of digital quality solutions – from functional testing to specialized engagements.

Quality encompasses many things. Test for all of them.

Make sure every digital interaction works as intended, every time.

Applause helps brands like you capture and keep more customers, by focusing on digital interactions – your front door today and most important touchpoint – as the vast majority of customers will decide to stay or leave based on only one less-than-ideal digital experience. We can test and assess the quality of digital assets and experiences from the perspective and vantage point of your target customers – in every possible condition, including country, local language and device configuration, as well as through the lens of a slew of demographic and psychographic data points. No other company can provide such a rich trove of mission-critical insight and learning, to ensure that your digital assets are performing to expectations and your customers are having the intended digital experiences.

We enable the testing and digital quality process with the Applause Platform, which was built from the start with the speed, scale, security and enterprise-class performance and interoperability you expect. Our platform also drives the community processes of tester engagement and payments, and is the foundation on which we deliver a slew of solutions and features that you can deploy as needed. From functional to specialized testing solutions, from full stack automation testing to test case management features, it's all there.
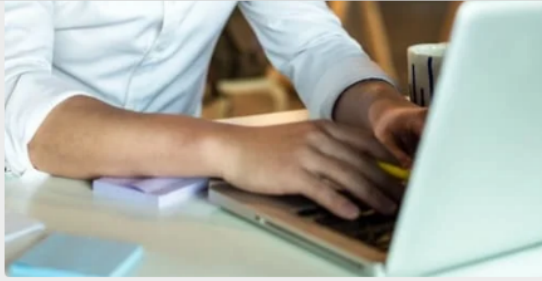
Functional Testing

Manual and Automated Testing for Complete Coverage

"Does this work for me?" That's the first question your customers will ask, and rightly so. Even a perfect UI design means nothing if your users don't have the digital experience they expect and you intend.

Launching a digital experience that works every time requires stringent testing to ensure that critical bugs do not reach your customers. That's why Applause offers a full suite of functional testing services that not only reduce issues in your software, but also help you move faster to meet deadlines and release digital experiences on time and on target, with higher quality.

functional testing services that not only reduce issues in your software, but also help you move faster to meet deadlines and release digital experiences on time and on target, with higher quality.

Our functional testing services include both manual structured – to ensure your customers can use the digital asset as intended – and exploratory testing – to find and fix critical errors when users behave in ways you can't anticipate. And this is all done on real devices, in real locations and scenarios, by real users.

A balanced testing strategy is critical for every company – automation won't work for every situation, including those with complex user flows. Likewise, manual testing can be too resource-intensive for simple regressions and less-complex use cases. That's why we offer Integrated Functional Testing – a solution that no one else in the market delivers, which combines both manual and automated testing into one cohesive solution to ensure that your release decisions are faster, more accurate and made with greater confidence.

Applause Functional Testing Solutions

Manual Testing

Exploratory and structured testing to identify critical bugs in your digital properties

Learn More

Automated Testing

Combine top talent and proven methodologies with our automation framework built on open source technologies to move faster while avoiding traditional overhead

Learn More

Integrated Functional Testing

Scale up your test automation while maintaining coverage with manual testing – and access all results from both manual and automated testing in a single view

Learn More

Specialized Solutions

Ensure a Seamless Digital Experience Across All Customer Touchpoints and Interactions

Technology and digital assets are ingrained in all aspects of everyday life – from ordering food and hailing a ride, to checking bank statements and even visiting the doctor. Modern consumers are discerning; they know what a truly great digital experience looks like and expect assets to be enjoyable, accessible and easy to use as a result. This is true regardless of the platform the experience takes place on – it must be flawless, intuitive and relevant across Web, mobile, Voice app, payment type and in-car experience, as well as

great digital experience looks like and expect assets to be enjoyable, accessible and easy to use as a result. This is true regardless of the platform the experience takes place on – it must be flawless, intuitive and relevant across Web, mobile, Voice app, payment type and in-car experience, as well as across all omnichannel customer journeys like BOPIS (Buy Online, Pickup in Store) and curbside pickup.

Like your customers, we know that true digital quality does not stop at functional testing. That's why we offer a comprehensive suite of end-to-end specialized solutions for your entire software development lifecycle.

Our specialized solutions for User Experience, Accessibility, Customer Journeys, Voice, Payments, and AI Training and Testing ensure that your digital assets are intuitive, user friendly, inclusive and exceptional from start to finish so that you gain and retain customers and maintain a positive brand image.

Applause Specialized Testing Solutions

Accessibility

Expert-led accessibility assessments and community-driven testing and inclusive design studies so you can launch excellent digital experiences for all users

Learn More

Payments

Research and validate payment processes across the globe with in-market testers making real transactions

Learn More

User Experience

Expert-led user experience tests and studies that result in actionable recommendations to improve the usability of your digital asset

Learn More

Customer Journey

Mobilize in-market testers who match your target customer profiles to replicate end-to-end journeys in real-world conditions

Learn More

Voice

Comprehensive testing and feedback with native speakers in real-world environments to improve your conversational interfaces and voice assistants
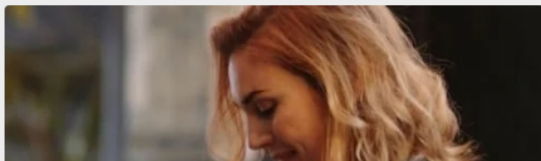
Learn More

AI Training & Testing

Source AI training data at scale and test with real people across a wide variety of demographics and locations to ensure accurate and unbiased results

Learn More

Platform Features

Features of the Applause Platform for Even More Specialized Testing

With the pace of change moving faster than ever, the quality

Features of the Applause Platform for Even More Specialized Testing

With the pace of change moving faster than ever, the quality of digital experiences and the speed at which they can be delivered is paramount. The sooner you release, the faster you flank your competitors and keep your customers happy. Specialized features of the Applause Platform can help you launch these high-quality experiences with even greater velocity and confidence.

Our Bring Your Own Testers (BYOT) feature lets you manage your own internal testing resources – friends, family, end users, etc. – all within the Applause testing platform.

We will also soon be launching a new feature for test case management, so you can manage and execute test cases entirely through Applause's proven testing platform.

Applause Testing Platform Features

Bring Your Own Testers

Leverage the Applause testing platform and well-honed processes to manage internal testing resources

Learn More

Test Case Management

Coming soon, Applause's test case management will enable you to manage and execute test cases entirely through in our testing platform

Learn More

Release Faster, with Confidence

Applause's enterprise-class platform and full suite of functional and specialized testing solutions help you release with speed, scale and flexibility. Learn more about working with Applause.

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