**9th DevRel Survey Report**

# STATE OF
# DEVELOPER RELATIONS

## 2022

This report is based on the 2022 Developer Relations Survey.
It's a tool for practitioners to benchmark their activities and to
provide some scope to the evolving practice of DevRel.

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Visit us at **stateofdeveloperrelations.com**

# ABOUT THIS REPORT

## This 9th Developer Relations report is our most extensive yet, based on the most comprehensive survey you'll find on DevRel.

The developer driven economy has been called the next trillion dollar market. We also know that the majority of developers influence those purchase decisions. It's no wonder the DevRel landscape is incredibly dynamic, requiring decision makers and practitioners alike to keep up with its influence and rapidly evolving industry-wide trends, and to benchmark experiences.

To say that Developer Relations is now flourishing is an understatement. Over the past year, we've seen more newcomers enter DevRel, new Developer First companies come to market with developer tools, and new DevRel Programs emerge from companies big and small. A warm welcome to all of them. We've also witnessed growth in resources for those in DevRel, from books to blogs, coaching, online workshops, and Twitter Spaces. This report confirms these insights and then some!

DevRel is a growth strategy and multi-functional practice that enables developers' success with products. To be successful at DevRel requires an approach of inspiration and enablement. We've taken that approach to heart since our first 'Evangelist Survey' all the way back in 2013, conducting immersive and actionable research to uncover the opportunities and challenges facing DevRel professionals, programs, and their companies. We also undertake this work in the spirit of community as our contribution to the practice of Developer Relations.

We are grateful to those that made this survey possible - Our Working Group and Team (see below), our channel supporters, and our survey respondents - your participation helps the entire DevRel community learn and grow together.

### Caroline Lewko

The survey is administered by *Revere Communications*.

You can find previous survey outcomes and insights in our *State of Developer Relations reports*.

# WORKING GROUP & TEAM.

Thanks to all of the people who contributed to this report. They reviewed the survey, provided critical analysis, asked why this and why not that, added new questions, crunched the numbers, edited the report, promoted the survey, and designed the final result.
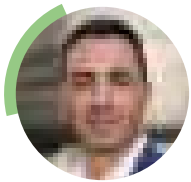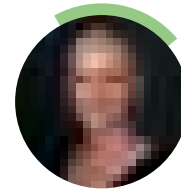
Gerald Crescione

James Governor

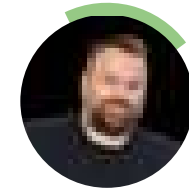Cherish Santoshi

Christina Monti

Dana Fujikawa

Judy Hamilton

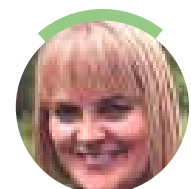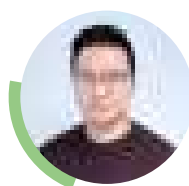Matthew Kiernander

James Parton

John Denniston

Jordan M. Adler

Stacey S. Kruczek

Michael Lee

Robin Purohit
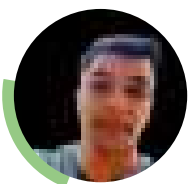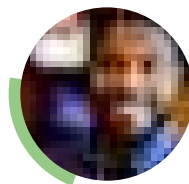
Steven Pousty
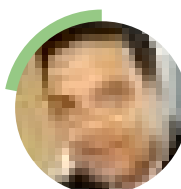
Wesley Faulkner

Sahil Shah

Stacey Armstrong

# TABLE OF CONTENT.

*indicates a new survey question for the '22 Survey

# DEVREL IS...

## Diverse

**27.9%**
in DevRel
identify as **female**

compared to only **5.2%** in
**overall developer population**

**42%**
are from
**underrepresented communities,**

notably **19.1%**
are Neurodiverse

## Blossoming

**62%**
have less than
**5 years of experience.**
It's a new role for many!

**49.5%**
DevRel teams are
**< 2 years old.**
More Dev First companies.
More new programs.

**10%**
of programs have
**2M+ member community**

## Taking Root

**61.9%**
are **senior roles**

The most important metric is
**active users at 48.6%**

**Salaries are rising**
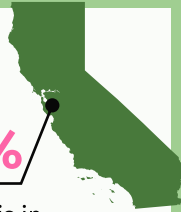
**$148K** USD
median base

**$180K** USD
median total
compensation

and are better than the **average
for software engineers or
marketing managers in US**

## Branching Out

**7.9%** ---- **31.1%**

Largest grouping of companies is in
**Silicon Valley (31.1%)**, but only **7.9%**
of People are based there.

**25%**
one-fourth of companies have
**more than one developer program.**

**38.4%**
support both **external and internal devs**

## Vigorous

**41.8%**

say **Continuous Content Creation**
is the biggest challenge

**57.1%**

say **Content Marketing is the
most effective tactic**, with over
**36.2% manage external
contributors.**

## Cross Pollinated

**34.7%**

report to Marketing

**Over 65%**
have **technical backgrounds** with a
large range of previously held roles.

**Driving awareness (85.3%)** is the main
purpose of DevRel with a heavy use of
**collaborative tools** and **content creation**

# THE PEOPLE.

Developer Relations is Diverse.
In some cases, more diverse than
the overall developer population
we serve.
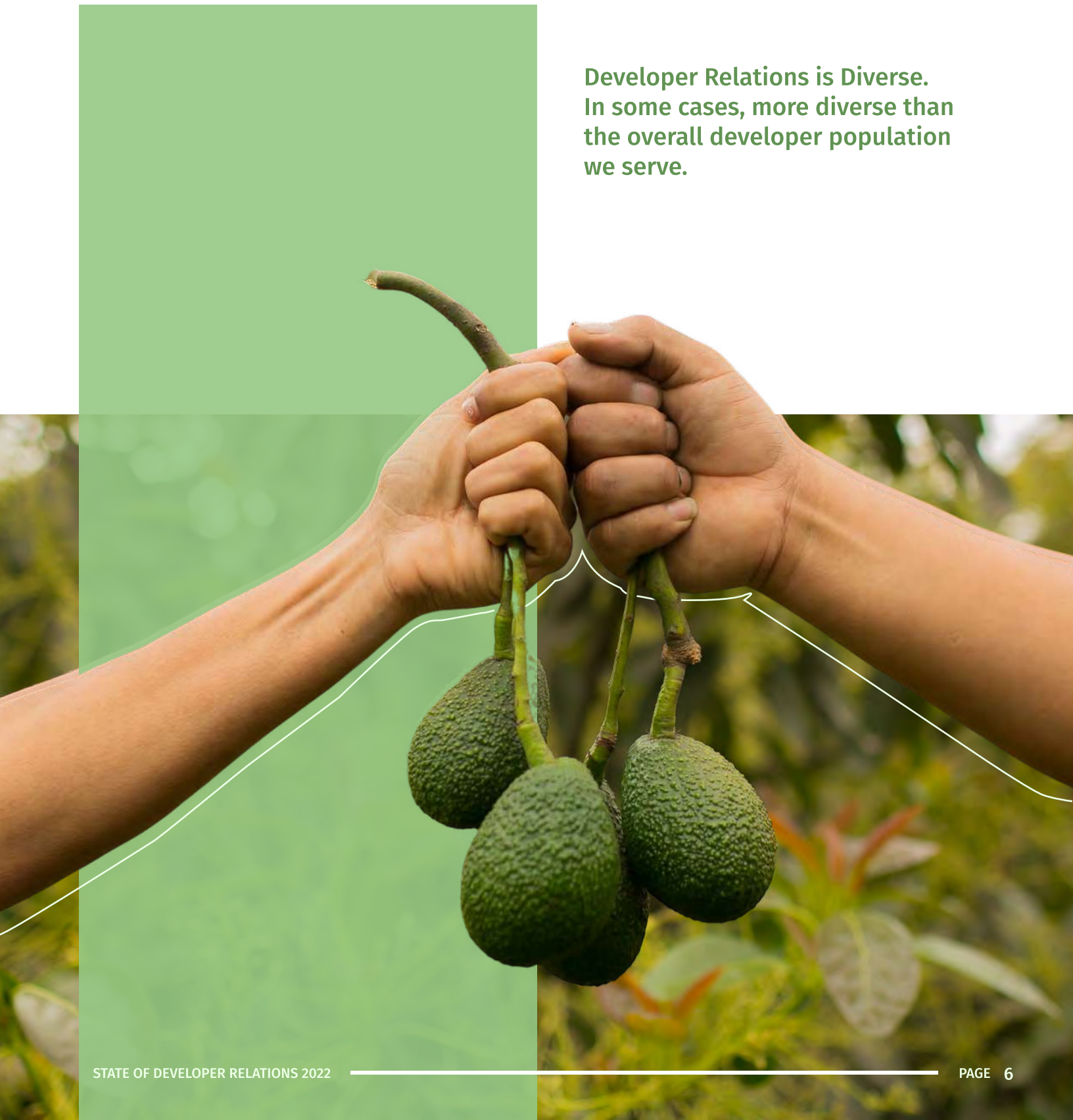
# Demographics.

## Age.

The distribution across age groups remains largely consistent from last year, with the largest cluster in the **25 to 44 age (76.7%)**, but ranges from 18 to over 65.
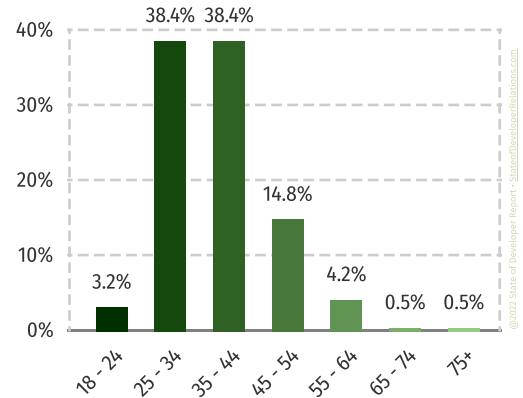
**Q1.** *What is your age?*



## Gender Identity.

At **27.9%,** the proportion of respondents identifying as female in DevRel is substantially larger than the overall developer population (**5.2%** Stack Overflow's Developer Survey 2022), and a larger percentage of respondents identify as **non-binary at 3.7%** (**1.67%** Stack Overflow).
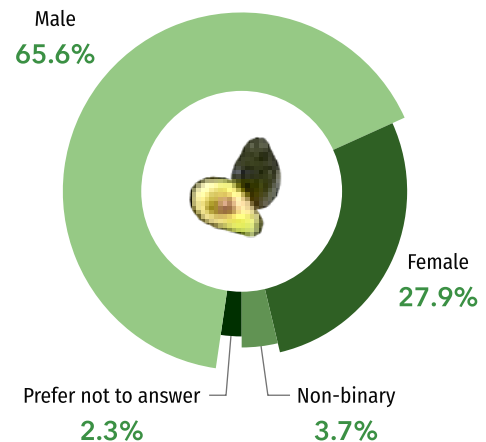
**Q2.** *To which gender identity do you most identify?*



Male
65.6%

Female
27.9%

Prefer not to answer
2.3%

Non-binary
3.7%

## Underrepresented Communities.

Over **42%** of respondents belong to **underrepresented communities**. The largest groups are **Neurodiverse (19.1%)** and **LGBTQ+ (15.8%)** communities. While this is a new question for our report, we aim to track this over time and highlight changes to inclusion and diversity in DevRel.
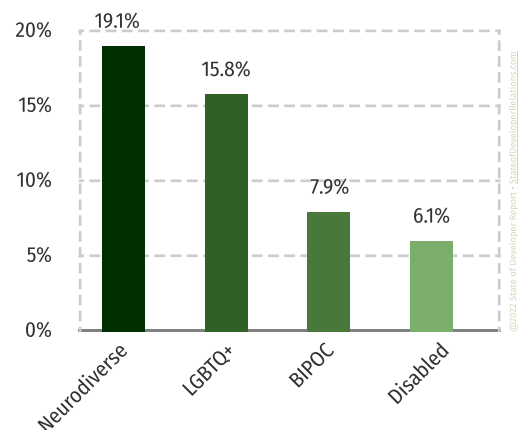
**Q3.** *\*Q3 - Do you belong to any of these underrepresented communities?*

# Experience.

## Employment.

Most of our respondents **(95.4%) work for companies,** while a smaller portion work for other types of organizations including **7% who are Independent or Freelancers**, **2.8% who work in not-for-profit, government or academia,** and **1.9% for agencies**.

**Q4.** *Do you work directly in developer relations for any of the following? (Choose ALL that apply)*

**95.4%** ● Companies

**7%** ● Independent, Freelancers

**2.8%** ● Nonprofit, Government, Academia

**1.9%** ● Agencies
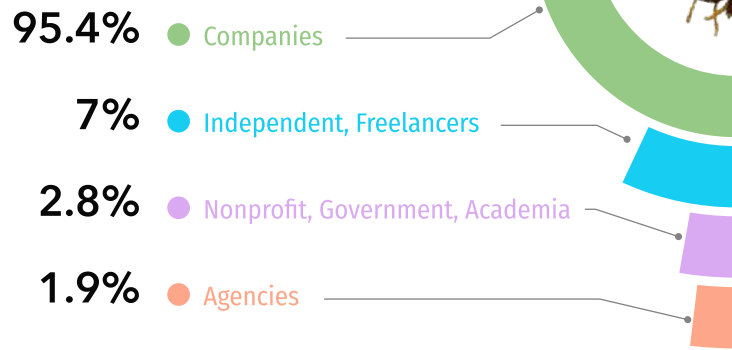
## Years in DevRel.

There are substantially more individuals with **0-5 years of experience (62.2%)** in DevRel compared with 2021 (35.9%). Those with **16+ years of DevRel experience** are **down to 7.5%** from last year's **13.6%**

**Q5.** *How many years of experience do you have in developer relations?*

### 2022   v.s.   2021

| Years | 2022 | | 2021 |
|---|---|---|---|
| 0 - 1 | 25.6% | | |
| 2 - 5 | 36.6% | | |
| | | ↗ **62.2%** | **35.9%** |
| 6 - 10 | 23.7% | | |
| 11 - 15 | 7.0% | | |
| 16 - 20 | 6.1% | | |
| | | ↘ **7.5%** | **13.6%** |
| 21+ | 1.4% | | |

0%    10%    20%    30%    40%
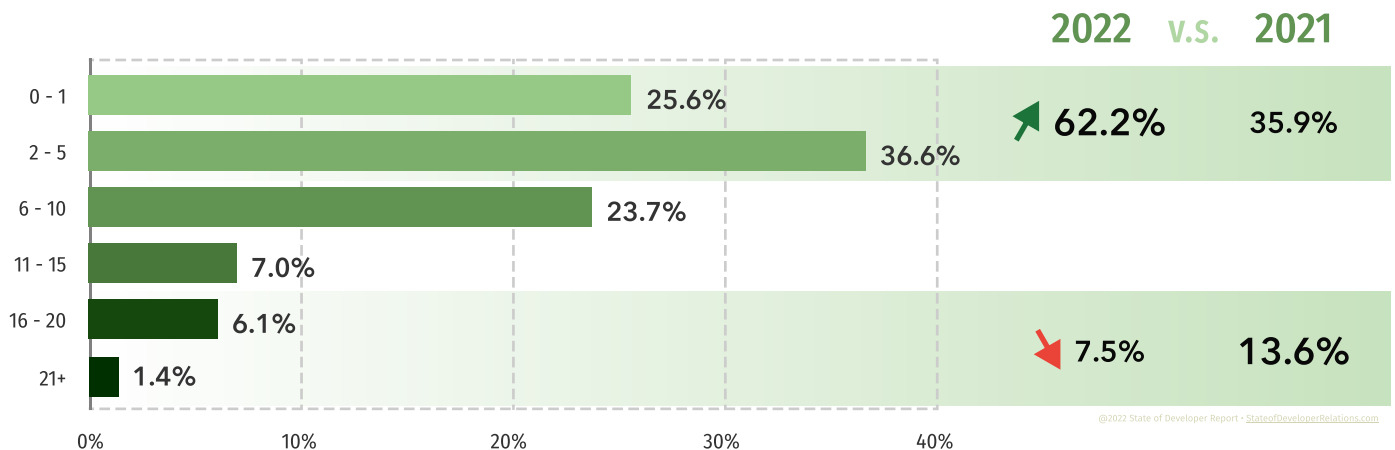
## Education.

The majority of respondents (**68.8%**) **have some form of technical education**. However, the number of respondents **without some type of technical education rose to 29.3%**, up from 21.4% last year.

*Do you have formal technical education related to technology, engineering, or computer science?*

# 59.5%    9.3%    29.3%

**Technical education from university or higher education institution**    **Technical Certification(s)**    No

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## Learning.

*Which resources have been most effective in helping you learn to be a developer relations professional? (Choose your top 3)*

**The range of DevRel learning resources continues to grow.**

**On the job, at 62.3%,** remains the most effective way to learn about being a DevRel professional, but dropped from 88% in '21. The other drop was seen in **learning from Peers at 33.5%,** which was 72% in '21, perhaps a reflection of COVID and infrequent contact with others.

The other categories remain steady from last year, but as we've witnessed, the variety of conferences, podcasts, blogs, books and social media offerings have proliferated continuing to give DevRel practitioners more options to learn about DevRel.

### Top 5 Learning Resources.

| | % |
|---|---|
| On the job | 62.3% |
| Blogs | 61.4% |
| Conferences | 49.8% |
| Colleagues | 45.1% |
| Social media | 37.2% |

0%   17%   35%   52%   70%
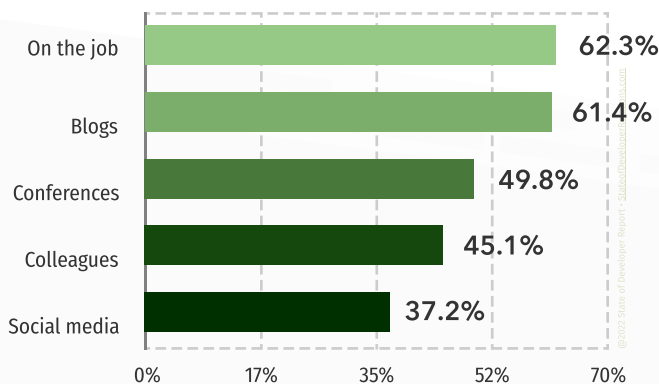
| | | | |
|---|---|---|---|
| Peers | 33.5% | Industry reports | 8.4% |
| Books | 31.2% | Workshops | 5.1% |
| Mentors | 21.9% | In-house training | 2.8% |
| DevRel meetups | 18.1% | Mastermind | 2.3% |
| Products | 17.7% | University | 1.9% |
| Online courses | 9.8% | | |

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# Roles.

Just over **65%** of respondents come to DevRel from **technical roles** including engineers, developers, technical trainers and writers, solutions architects, technical product managers, and analysts.

**Developer Advocate or Evangelist** made up almost **50%** of respondents' **current job title**. Of those with Advocate titles, approximately **48% held Senior-level roles.**

See the next page for the range of job titles.

## Seniority.

There is a strong distribution of **Senior-level** roles in '22 **(61.9%)**, in line with last year (61.2%)

**Q6.** *What level is your current role considered in your organization?*

C-level 2.8%
Senior-level 61.9%
Mid-level 27.9%
Entry-level 6.5%

0%   17%   35%   52%   70%
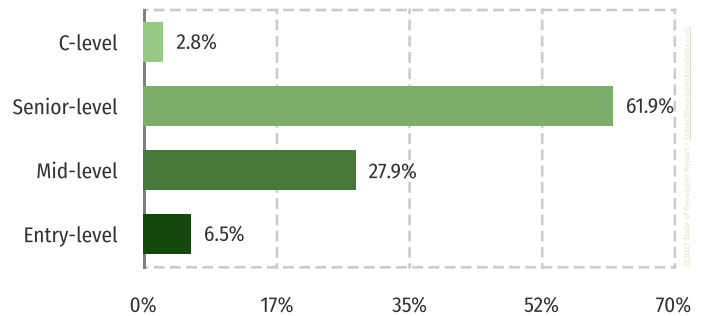
## Job Level vs. Years of DevRel Experience.

**Being new to DevRel does not imply an entry-level role.**

For those with **0-1 years of DevRel experience**, **38.9%** are **Mid-level** employees and **37%** are **Senior-level. C-level** respondents make up a **third** of those with **21+ years** of DevRel experience.

There appears to be opportunity for career mobility and growth in DevRel as newer entrants were able to attain senior level positions. This may reflect on their previous experience in technology, community, marketing, sales and other verticals.

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| | C-level | Senior-level | Mid-level | Entry-level |
|---|---|---|---|---|
| 21+ years | 33.3% | 66.7% | | |
| 16 – 20 years | 7.7% | 84.6% | 7.7% | |
| 11 – 15 years | 14.3% | 78.6% | 7.1% | |
| 6 – 10 years | | 78.0% | 20.0% | 2.0% |
| 2 – 5 years | 2.6% | 64.9% | 32.5% | |
| 0 – 1 years | | 37.0% | 38.9% | 24.1% |

0%   25%   50%   75%   100%
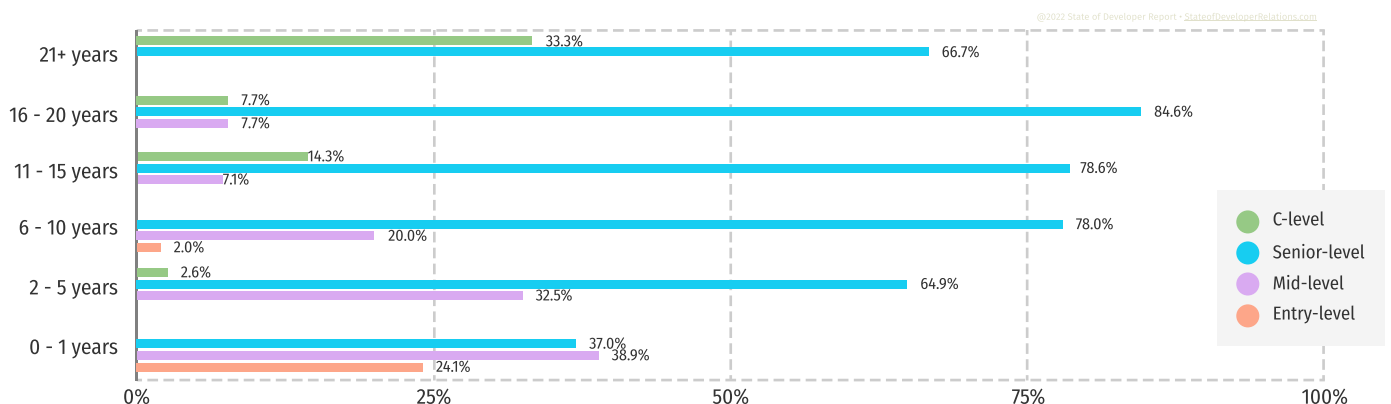
# Range of Job Titles.

| Job Titles Prior to DevRel | Current Job Titles in DevRel |
|---|---|
| • **Engineers (39.6%)** - Embedded Linux Engineer, Senior Infrastructure Engineer, Systems Engineer, Technical Director. | • **Developer Advocates (25.7%)** - Developer Relations Advocate, Developer Advocate - Product Manager, Web Design and Developer Advocate |
| • **Developers (18.4%)** - Software Developer, JavaScript Developer, Full Stack Developer, Freelance Developer. | • **Senior Developer Advocates (13.9%)** - Senior Developer Advocate, Senior DevOps Advocate |
| • **Consultants (4.3%)** - Technical Consultant, Principal Consultant, Professional Services Consultant. | • **Leadership - Developer Relations (10.4%)** -  Head of Developer Relations, Director of Developer Relations |
| • **Marketers (4.3%)** - Director of Marketing, Marketing Manager, Event Manager. | • **Managers - Developer Relations (9%)** - Senior Developer Relations Manager, Developer Relations Manager |
| • **Program / Project Managers (3.9%)** - Technical Program Manager, IT Project Manager | • **Developer Relations Engineers (6.5%)** - Developer Relations Engineer Manager, Developer Relations Engineer Lead |
| • **Customer Success (3.9%)** - Customer Success Account Manager, Director of Presales | • **Community Management (6.5%)** - Chief Community Officer, DevRel and Community Lead, Director of Community, Community Manager |
| • **Community Managers (3.4%)** - Community Manager, Community Support Specialist | • **Marketing (4.5%)** -  Developer Marketing Manager, VP Marketing, Content Marketing Manager |
| • **Technical Trainers / Instructors (2.9%)** -  Head of Training (Software), Technical Trainer & Technical Curriculum Developer | • **Evangelist (4.5%)** - Chief Technology Evangelist, Developer Relations Evangelist |
| • **C-Level / Founders (2.4%)** - CTO, Founder, President | • **Leadership - Developer Advocates (3.5%)** - Head of Developer Advocacy, Lead Developer Advocate |
| • **Solutions Architects (1.9%)** - Infrastructure Solutions Architect, Cloud Solutions Architect, Senior Solutions Architect | • **Developer Experience (3%)** - VP of Developer Experience, Head of Developer Experience, DX Manager, DX Architect |
| • **Technical Writers (1.9%)** - Senior Technical Writer, Technical Content Editor | • **Staff - Developer Relations (3%)** - Staff Developer Relations |
| • **Analyst (1.9%)** - QA Analyst, Business Analyst | • **Project / Program Managers (2.5%)** - Lead Program Manager, PMO |
| • **Student (1%)** | • **Software Engineers (2%)** - Principal Software Engineer, Software Engineering Manager |
| • **Other (7.2%)** - Teacher, University Relations, Coordinator, Conservation Biologist | • **Product Managers (1.5%)** - Principal Product Manager, Director of Product Management Ecosystem |
| | • **Other (3%)** - VP, CEO, Ecosystem Strategy Lead, Technical Writer |

**Q7.** *What was your job title immediately prior to having a DevRel role? (Open-ended)*

**\*Q8.** *What is your job title now? (Open-ended)*

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# Diversity Across Role Level.

While the proportion of **LGBTQ+** and **Neurodiverse** respondents **holds relatively steady** across role-levels, there is a continuous **drop-off** for respondents belonging to **BIPOC** or **Disabled** communities, noticeably **absent from the C-level.**

Conversely, the proportion of those **not in these underrepresented groups** grows as levels progress, from **40% at the entry-level to 66.7% at the C-level.**

| | | |
|---|---|---|
| **C-level** | 66.7% | |
| | 16.7% | |
| | 16.7% | |
| **Senior-level** | 56.9% | |
| | 4.9% | |
| | 17.4% | |
| | 14.6% | |
| | 6.3% | |
| **Mid-level** | 52.5% | |
| | 6.6% | |
| | 16.4% | |
| | 14.8% | |
| | 9.8% | |
| **Entry-level** | 40.0% | |
| | 13.3% | |
| | 20.0% | |
| | 13.3% | |
| | 13.3% | |

Legend:
- None of the above
- Disabled
- Neurodiverse
- LGBTQ+
- BIPOC

Axis: 0% — 17% — 35% — 52% — 70%
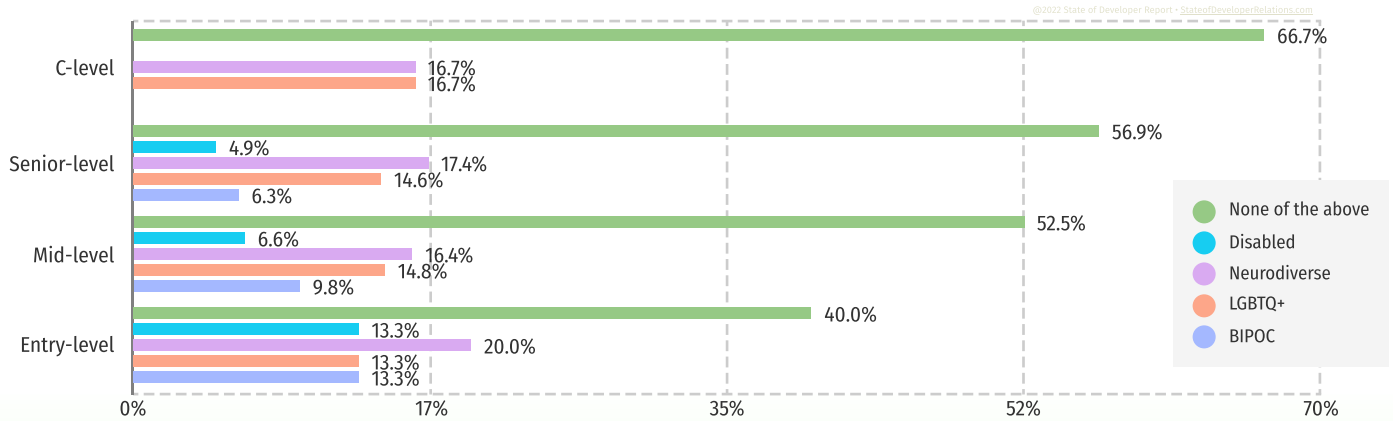
# Diversity Across Years of DevRel Experience.

Consistent with representation across Role-level, respondents who **don't belong to any underrepresented communities** make up a **vast majority** of those with **over 16 years** of DevRel experience.

The proportion of respondents belonging to **BIPOC** or **Disabled** communities shows a **progressive drop-off,** and

are **completely absent** above **10 years** of DevRel experience.

Overall, as years of experience drops, we see an increase in the proportion of respondents who belong to underrepresented groups, a potential sign that **DevRel is becoming more diverse** and welcoming.

| | | |
|---|---|---|
| **21+ years** | 100.0% | |
| **16 - 20 years** | 76.9% | |
| | 7.7% | |
| | 15.4% | |
| **11 - 15 years** | 64.3% | |
| | 28.6% | |
| | 7.1% | |
| **6 - 10 years** | 64.3% | |
| | 8.2% | |
| | 22.4% | |
| | 22.4% | |
| | 8.2% | |
| **2 - 5 years** | 58.3% | |
| | 6.9% | |
| | 23.6% | |
| | 15.3% | |
| | 9.7% | |
| **0 - 1 years** | 60.4% | |
| | 8.3% | |
| | 16.7% | |
| | 18.8% | |
| | 12.5% | |

Legend:
- Non of the above
- Disabled
- Neurodiverse
- LGBTQ+
- BIPOC

Axis: 0% — 25% — 50% — 75% — 100%
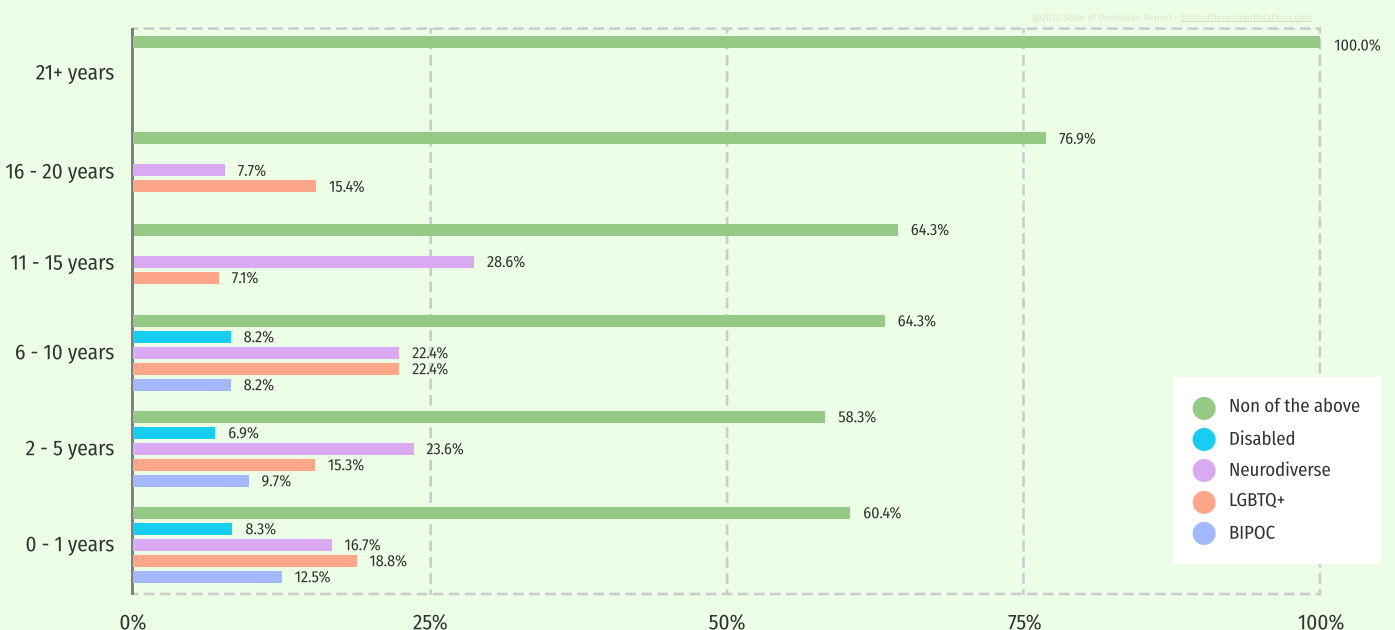
## Job Activities.

| | |
|---|---|
| Content development | 58.2% |
| Advocacy | 51.2% |
| Strategy & planning | 40.0% |
| Events | 34.0% |
| Aligning with company stakeholders | 31.2% |
| Managing team | 23.3% |
| Product development | 20.5% |
| Marketing | 18.6% |
| Social media / SEO | 16.7% |
| Research | 14.0% |
| Outreach | 14.0% |
| Support | 12.6% |
| Website management | 6.1% |
| Proposals for funding / budgets | 4.2% |

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## Content.

Content was the story last year and continues to be the area where DevRel practitioners spend most of their time **(58.2%)** regardless of their role or seniority. Whether it is a blog or webinar, Docs or tutorials, content is used to drive awareness and secure developer engagement.

Interestingly, **events** are making a comeback from a downturn in the last two years of COVID.

**Advocacy** also remains a high priority **(51.2%)**, because DevRel is that important information valve out to the community and back into the company.

Q13. *Which of these activities do you spend the most time on at your job? (Choose your top 3)*

## Remote Work.

Over **92%** of respondents in 2022 confirmed that they **work remotely a majority of the time**.

In our 2021 report, **78.6%** of respondents **predicted that they would work remotely** even after pandemic restrictions were lifted. This prediction has proven true. In 2021, 73.1% normally worked remotely.

Q14. *Do you currently work remotely and, if so, what percentage of your time is remote? (Not including regular travel for work)*

| | |
|---|---|
| 76% - 100% remote | 86.1% |
| 51% - 75% remote | 6.1% |
| 21% - 50% remote | 4.2% |
| 1% - 20% remote | 1.9% |
| I do not work remotely | 1.9% |

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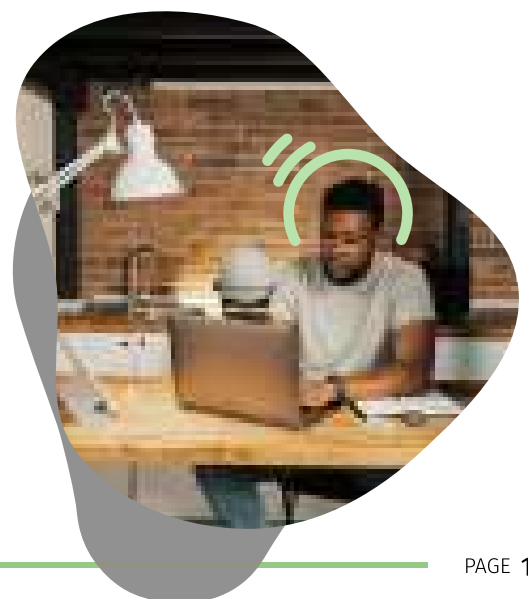
# SALARIES & COMPENSATION.

## $148,105

is the median **base salary**. Base salaries ranged from $10K to over $200K (*note Base salary was not asked in 2*1).

## $101K-$150K

is the range of **base salaries** with the highest percentage of respondents in '22 at **29.9%.**

**DevRel salaries are rising and are better than the average for software engineers and marketing managers in the US (*as compared to Glassdoor*).**

## $55,608

is the average value of bonuses, RSUs and perks, representing a 37.8% increase from the base salary.

## $119,450

is the approximate average starting base salary.

## $180K

is the **median total compensation**, including bonuses and perks for '22, **a rise** from the median in '21 of approximately **$163K.**

*\* All amount are in USD on an annual basis*

# Annual Base Salary (USD).

**Mean = $147,062**
**Median = $148,105**



50%

25

0

1.6% 10K – 25K
7.0% 26K – 50K
7.0% 51K – 75K
8.0% 76K – 100K
29.9% 101K – 150K
28.9% 151K – 200k
12.8% 201K – 250K
4.8% > 251K

## Base Salary Range



$10,000     $148,105     $313,430
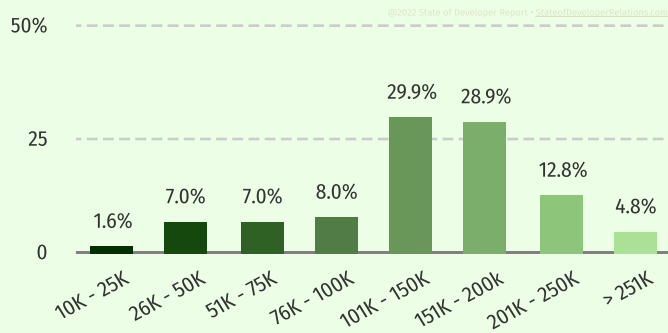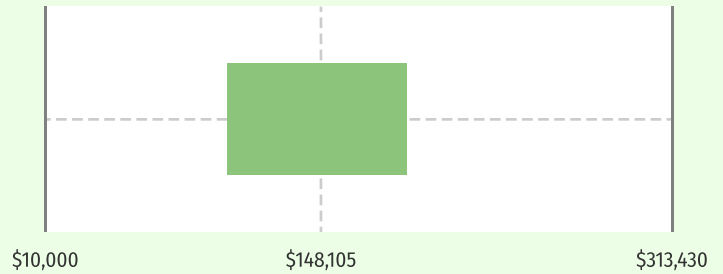
**\*Q9.** *What is your annual base salary in USD before taxes, bonuses, stock options and other perks?*

# Annual Total Compensation (USD).

**Mean = $202,670**
**Median = $180,000**



25%
18%
12%
6%
0%

5.5% 26K – 50K
7.9% 51K – 75K
6.1% 76K – 100K
20% 101K – 150K
23.6% 151K – 200K
14.5% 201K – 250K
22.4% >250K
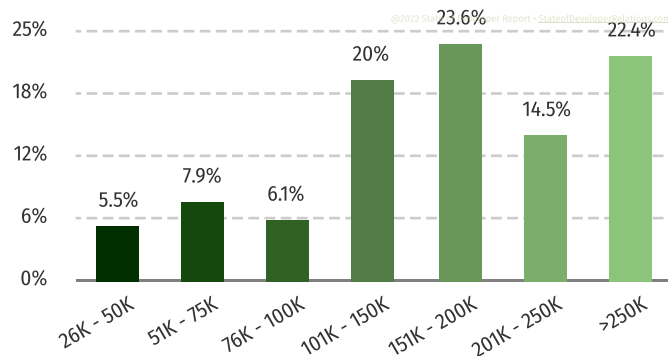
## Total Compensation Range



$32,000   $180,000      $1,000,000
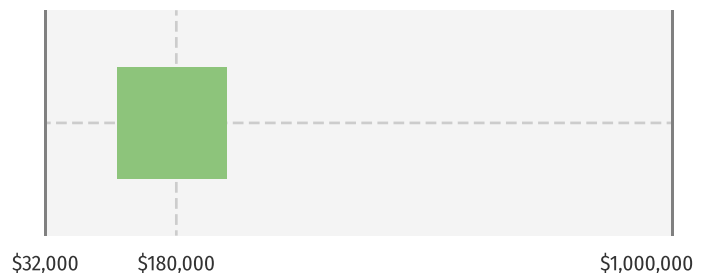
**Q10.** *What is your total annual compensation package in USD before taxes but including stock options, RSUs, other financial instruments or perks?*

# Gender Identity vs. Base Salary (USD).

An encouraging observation is the relative **parity** in **average and median base salary** among respondents who identified as male, female or non-binary.

|  | Male | Female | Non-binary |
|---|---|---|---|
| Average Base Salary | $146,076 | $146,179 | $146,250 |
| Median Base Salary | $146,000 | $150,000 | $145,000 |

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# Total Compensation.

## Pretax, including Salary, Perks, Bonuses, Stock Option and RSUs (USD)

| Role Level | Lowest Reported | Highest Reported | Median | Mean | # Respondents for Compensation | Most Frequent Years of DevRel Experience |
|---|---|---|---|---|---|---|
| Entry-level | $34,892 | $185,000 | $85,000 | $91,432 | 11 | 0-1 (92.0%) |
| Mid-level | $38,846 | $380,000 | $140,000 | $146,635 | 47 | 2-5 (43.1%) |
| Senior-level | $40,000 | $1,000,000 | $200,000 | $228,275 | 106 | 2-5 (37.6%) |
| C-level | $180,000 | $200,000 | $190,000 | $190,000 | 2 | 11-15 (33.0%) |

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*Based on those reporting in all questions.

# Role Levels & Base Average Salary by Locations.

**Where respondents live**

**Base Salary**

| Location | Chart | Base Salary |
|---|---|---|
| Silicon Valley / Bay Area | 11.8% \| 88.2% | $233,838 |
| Middle East | 25.0% \| 75.0% | $184,000 |
| Other US | 5.5% \| 29.7% \| 56.0% \| 3.3% * | $174,509 |
| Canada | 20.0% \| 40.0% \| 40.0% | $135,150 |
| Western Europe / UK | 2.1% \| 17.0% \| 76.6% \| 4.3% | $128,217 |
| Central Europe | 100.0% | $128,000 |
| Australia / New Zealand | 100.0% | $126,728 |
| Latin America | 22.2% \| 11.1% \| 66.7% | $89,000 |
| China | 100.0% | $79,000 |
| Eastern Europe | 60.0% \| 40.0% | $59,725 |
| India | 33.3% \| 55.6% \| 11.1% | $54,166 |
| Africa | 16.7% \| 33.3% \| 33.3% \| 16.7% | $49,020 |

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● Entry-level  ● Mid-level  ● Senior-level  ● C-level

*5.5 % of Other US respondents could not be classified into a role level

**Silicon Valley / Bay Area** had the **highest average base salary** at **$233,838** and **no Entry-level roles.**

The **Middle East** had the **2nd highest base salary**.

With a higher **proportion** of **Mid** and **Entry-level** roles, Africa (**50%**) and India (**89%**) have the lowest average base salaries, at just around **$50K**.

Since this is in USD, it's useful to keep in mind widely varying purchasing power across regions.

**Q6.** *What level is your current role considered in your organization?*

**Q9.** *What is your current annual base salary in USD before taxes, bonuses, stock options and other perks?*

**Q15.** *Where do you live?*

# THE COMPANIES.

**DevRel companies
come in all sizes,
across many countries
and verticals.**

# Company Size.

On average, the size range of companies was consistent from last year. Large companies with **over 1,000 employees** comprised the largest share with **45.3%.**

*Approximately, how many full-time employees currently work for your company or organization?*

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| 1 – 10 | 11 – 50 | 51 – 200 | 201 – 500 | 501 – 1,000 | 1,001 – 5,000 | 5,001 – 10,000 | 10,001 + |
|--------|---------|----------|-----------|-------------|---------------|----------------|----------|
| 2.4% | 14.2% | 15.1% | 9.9% | 12.3% | 16.5% | 12.3% | 16.5% |

**31.7%**
Small Size (under 200)

**22.2%**
Medium Size (201 – 1,000)

**45.3%**
Large Size (1,001+)
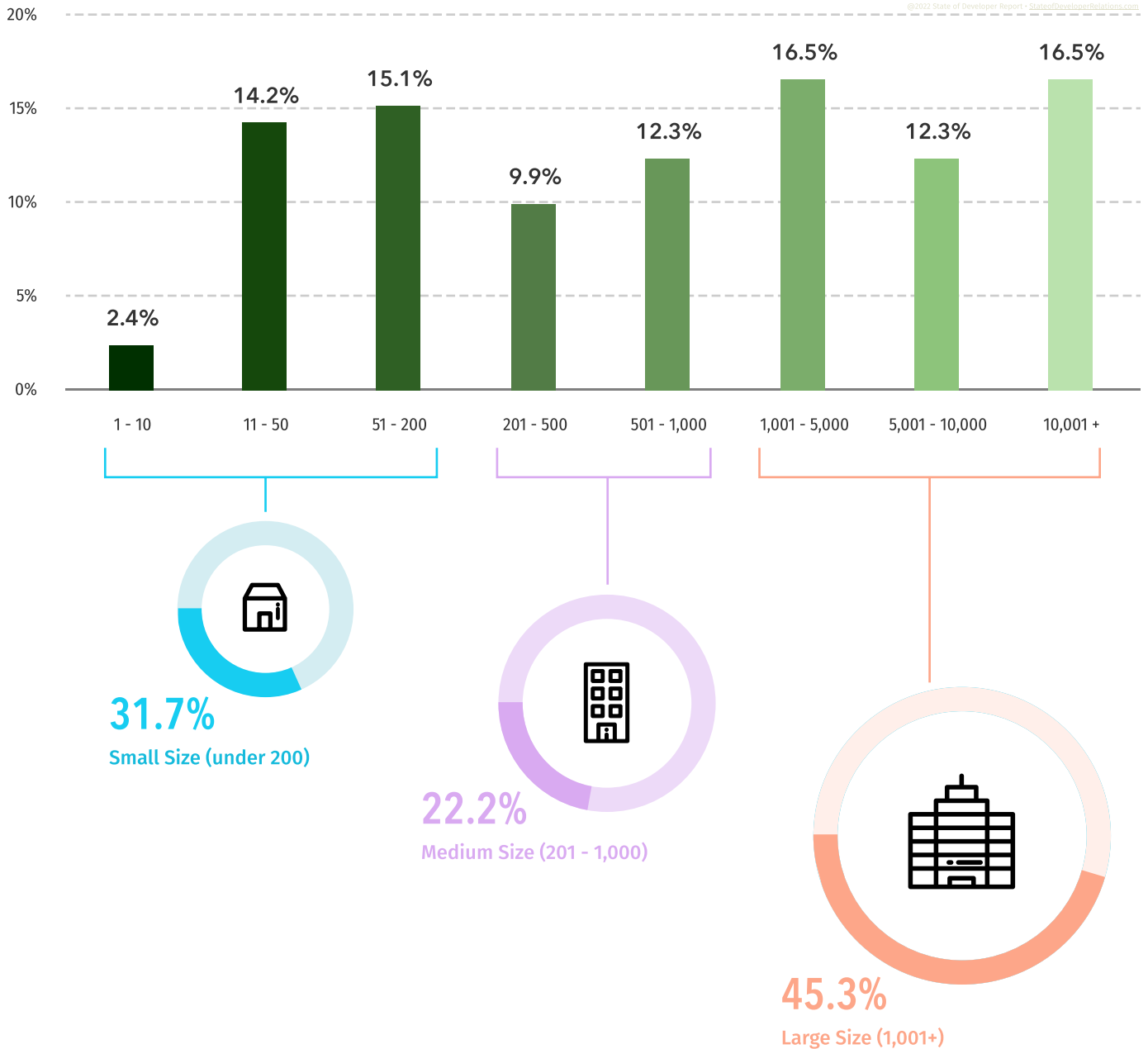
# Where DevRel People Live
## vs. Company Headquarters.

The percentage of **companies** headquartered in the **US** remained steady from 2021 at **~ 60%**. Similarly, the US **companies specifically headquartered in Silicon Valley** also stayed around the same, at **31.3%.**

However, despite the US and Silicon Valley hosting a large percentage of companies, the **people of DevRel** are underrepresented in these areas in comparison, **with only 50.2% in the US and 7.9% in Silicon Valley**.

Almost every other region displayed had a higher proportion of employees than company headquarters.

This may demonstrate the **need** for **DevRel leaders** to be strong **people managers and culture builders** due to the **distributed nature of their teams** from headquarters.



**Canada**
4.7%
1.9%
$135,150

**Silicon Valley**
7.9%
31.3%
$233,838

**Other US**
42.3%
30.8%
$174,509

**Western Europe**
21.4%
17.1%
$128,217

**Central Europe**
1.4%
0.9%
$128,000

**Eastern Europe**
21.4%
17.1%
$59,625

**China**
0.9%
0.9%
$79,000

**ME**
1.9%
1.9%
$184,000

**Africa**
2.8%
0.9%
$49,020

**India**
4.2%
0.5%
$54,166

**Other Asia**
0.5%
1.9%

**LATAM**
4.2%
3.3%
$89,000

**ANZ**
1.9%
1.4%
$126,728

● People of DevRel  ● Company of DevRel  ● Average Base Salary

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# Industries & Verticals.

**IT Services maintains majority (66.5%)** of the type of verticals that practice Developer Relations, but there are many more types that are represented from Financial Services to Automotive and even Government.

*Which of these verticals best represents your company or organization?* Note - SaaS was considered a business model and not included as a choice this year.

| | |
|---|---|
| **Information Technology / Services** | **66.5%** |
| Industry / Enterprise | 8.0% |
| Financial Services | 7.6% |
| Telecommunications | 7.6% |
| Security | 6.1% |
| Social media / Marketing / Advertising | 4.3% |
| Professional Services | 3.8% |
| Blockchain | 3.3% |
| Education / Training | 2.8% |
| Entertainment | 2.4% |

| | |
|---|---|
| Manufacturing | 2.4% |
| Retail | 1.9% |
| Consumer Electronics | 1.4% |
| Gaming | 0.9% |
| Health or Fitness | 0.9% |
| Transportation | 0.9% |
| Automotive | 0.5% |
| Government or Military | 0.5% |
| Not for Profit | 0.5% |

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# Company Type.

This year sees a rise in **Developer First** companies, with the largest cohort at **57.1%**, a gain from 36.4% in '20.

Elsewhere, we see the existence of more Developer Plus companies. Given that many of the Dev+ companies don't often have a formal Developer Program to manage their products (mainly APIs), they may not recognize their connection to respond to a DevRel survey. This may account for the rise of Dev1st respondents this year.

We'll take this as an encouraging sign of growth in the DevRel business model.

*Are developers the primary customer for your company or organization?*

## 42.9%
**Developer Plus (Dev +)**

A company's primary customers are a B2B or B2C motion, but also have products for developers as a secondary strategy
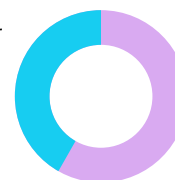
## 57.1%
**Developer First (Dev 1st)**

A company's primary customers are developers, in a Developer-Led Growth Strategy or B2D

# THE PROGRAMS.

**Devrel's scope crosses the organization, supports internal and external developers, and often exists as more than one program.**

# Scope of DevRel *in a* Company.

*Does your company or organization have more than one DevRel program?*

*Which type of developers does your developer program support? (Choose ALL that apply)*

**24.8%**

Have multiple
DevRel programs

56.3%  38.4%  5.3%

External
Developers

Internal
Developers

**Support both
external and internal
developers**
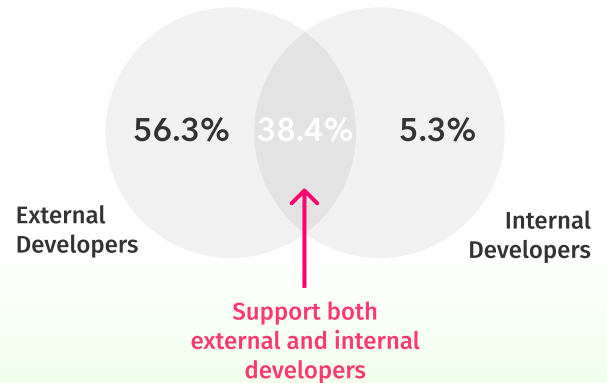
# Reporting.

Reporting results are in line with 2021, with most reporting to **Marketing at 34.3%** which has **grown** from 26.2% in '21 and 24% in '20.

A slightly **higher** percentage **report directly to the CEO (13.1%)**, compared with 11.8% in '21 and 9.6% in '20, which is **encouraging** for DevRel.

The percentage **reporting** to **Sales fell** by half, **from 3% to** approx. **1.5%**.

We see a **rise** in programs **reporting to Product (23.7%)**, up from 17% in '21.
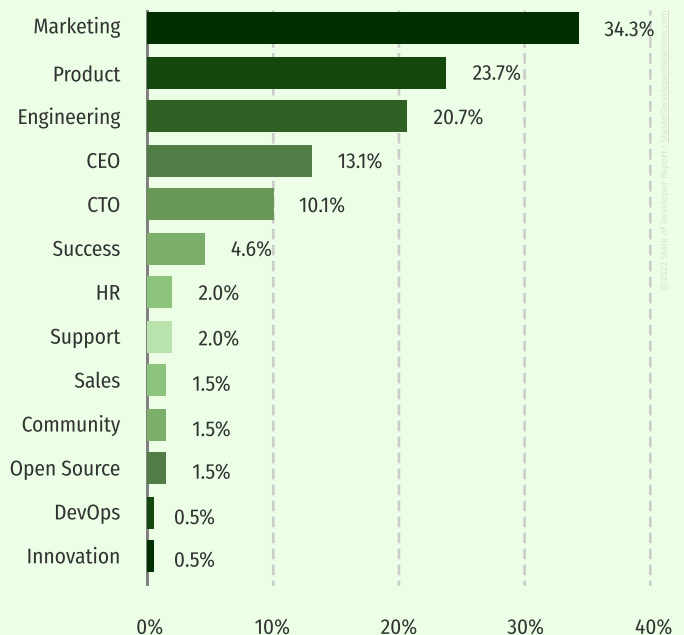
Q23.
*Which department(s) does your DevRel team formally report to?*

| Department | Percentage |
|---|---|
| Marketing | 34.3% |
| Product | 23.7% |
| Engineering | 20.7% |
| CEO | 13.1% |
| CTO | 10.1% |
| Success | 4.6% |
| HR | 2.0% |
| Support | 2.0% |
| Sales | 1.5% |
| Community | 1.5% |
| Open Source | 1.5% |
| DevOps | 0.5% |
| Innovation | 0.5% |

# Program Age.

This year, the highest percentage of programs fell into the **"Less than 1 year" old bracket at 29.3%**. This correlates with DevRel professionals having fewer years of experience, the drop in on-the-job learning, and an increase in the proportion of Developer First companies.
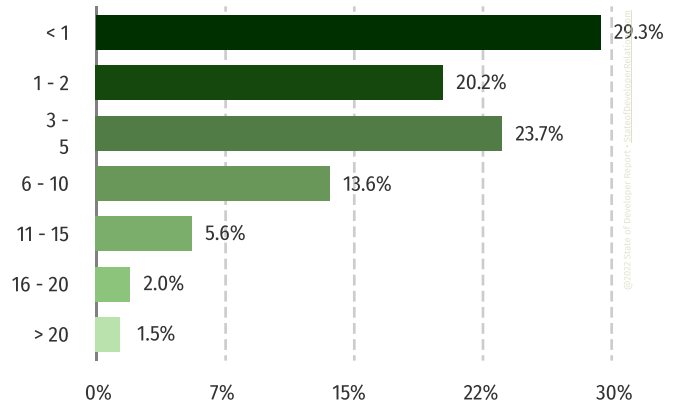
**Q24.** *How old is your current developer program? (years)*



| Category | Percentage |
| --- | --- |
| < 1 | 29.3% |
| 1 - 2 | 20.2% |
| 3 - 5 | 23.7% |
| 6 - 10 | 13.6% |
| 11 - 15 | 5.6% |
| 16 - 20 | 2.0% |
| > 20 | 1.5% |

# Team Size.

The number of DevRel **teams run by a single employee** has almost doubled from last year to **over 20%** in 2022, but is still not an all time high, which was 28.8% in 2017. At the same time, we observe a significant drop in the number of DevRel teams with 26 or more employees, down to 11% from over 20% last year. The **largest cohort** remains between **2 to 5 employees (41.9%)**, growing slightly this year from 34.2%. Notably, **6.6%** of DevRel teams had **over 100 employees**.
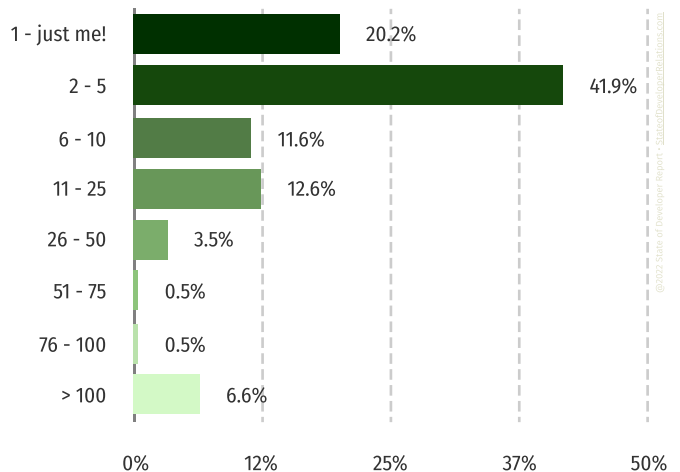
**Q25.** *How many people are in your organization's DevRel team including full-time and contract roles?*



| Category | Percentage |
| --- | --- |
| 1 - just me! | 20.2% |
| 2 - 5 | 41.9% |
| 6 - 10 | 11.6% |
| 11 - 25 | 12.6% |
| 26 - 50 | 3.5% |
| 51 - 75 | 0.5% |
| 76 - 100 | 0.5% |
| > 100 | 6.6% |

- The average Program age is **~3 years**.
- The average Team size is **3-4 people**.
- A majority of companies with **under 500 employees** have DevRel teams with **5 or fewer employees.**
- **8.8%** of companies with **over 10,000 employees** have just a **single person** running their **DevRel program**.
- Companies with over 10,000 employees also have the largest **DevRel teams with over 100 employees at 26.5%**.

# Program Age vs. Employee Years of DevRel Experience.

**Newer programs have people least experienced in DevRel.**

This chart depicts a breakdown of employees by years of DevRel experience in each category of program age.

**Programs** that are **less than 1 year old** (29.3%), have the **highest** percentage of **employees with 0-1 years of DevRel experience** (first **green** bar) at 43.1%.

**Programs 2 years old or less,** do not have employees with over 21 years of DevRel experience.

Conversely, **programs** that are **over 6 years old (22.7%),** have a higher proportion of employees (17.4%) with 16 or more years of DevRel experience (last **beige** and **dark green** bars).

**Employee Experience (years)**   ● 0 - 1   ● 2 - 5   ● 6 - 10   ● 11 - 15   ● 16 - 20   ● 21+
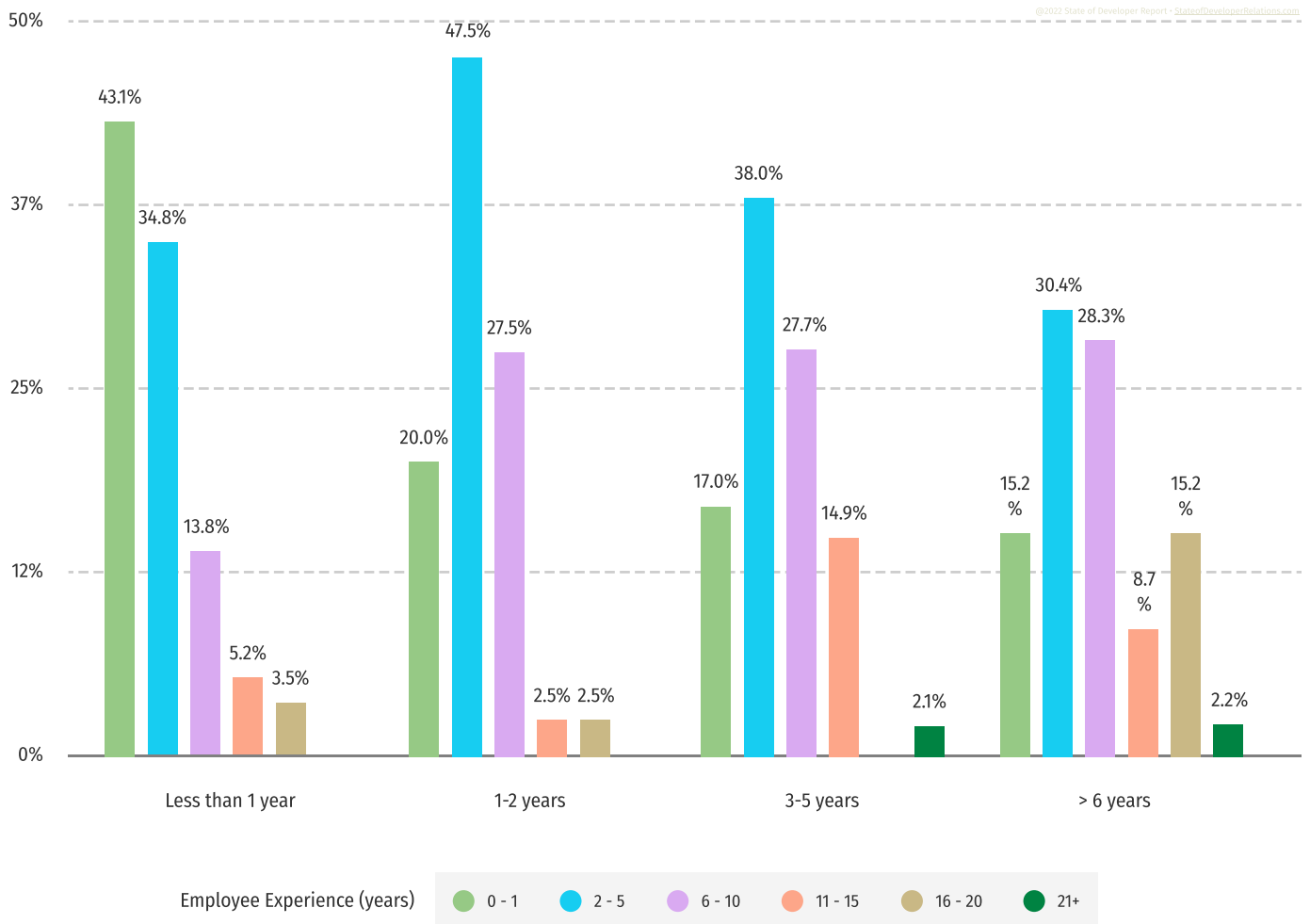
# Communities.

Almost **10%** of respondents' programs have **2M+ community members**.

Although there is a significant breadth in whom programs consider their community members (see below), we see similar numbers from last year for the larger communities,
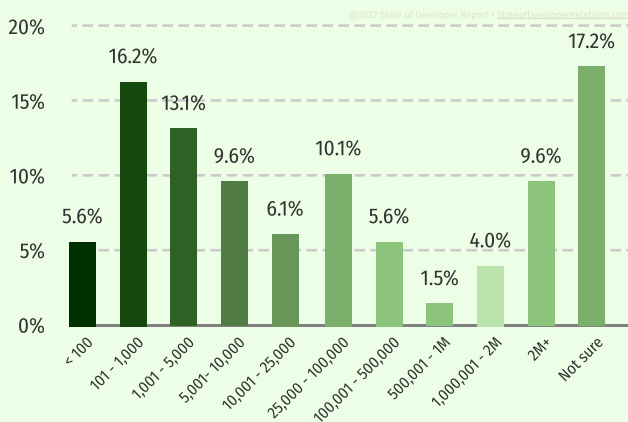
while communities with **less than 100 developers (5.6%) have fallen to about half** of 2021.

In terms of percentage of **active community members**, the average was 35.1%.

Bar chart values:
- < 100: 5.6%
- 101 – 1,000: 16.2%
- 1,001 – 5,000: 13.1%
- 5,001–10,000: 9.6%
- 10,001 – 25,000: 6.1%
- 25,000 – 100,000: 10.1%
- 100,001 – 500,000: 5.6%
- 500,001 – 1M: 1.5%
- 1,000,001 – 2M: 4.0%
- 2M+: 9.6%
- Not sure: 17.2%
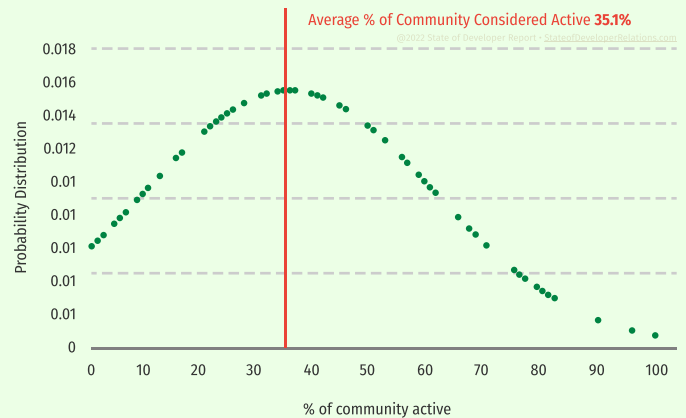
**Q26.** *How large is your developer community? (Use your definition/measurement of community)*



Average % of Community Considered Active **35.1%**

Probability Distribution vs % of community active

**Q28** *What percentage of your community would you consider active? (Use your definition/measurement of active)*

## Who is a Community Member?

Almost **80%** of respondents consider **communities on GitHub, Stack Overflow**, etc. to be part of their company's developer community. The next biggest categories were **Customers (60.6%)**, followed by **Social media followers (50%)** and **Forum users (50%)**.

**\*Q27.** *Who do you consider to be part of your developer community? (Choose ALL that apply)*

| | |
|---|---|
| Developer community  (Stack Overflow, GitHub, etc.) | 79.8% |
| Customers | 60.6% |
| Social media followers | 50.0% |
| Forum users | 50.0% |
| Users | 48.0% |
| Ambassador Programs | 40.4% |
| Trial Users | 31.3% |
| Newsletter / alert signups | 24.8% |

# Budgets.

Similar to previous years, **over 30%** of respondents **do not know know what their program's annual budget is**. Another indicator of many new DevRel programs is the increase in the percentage of **companies with no set budget**, up to **12.6% in '22** from 7.5% in '21.

9.1% have budgets over **$1M.**

**The average budget size is $100k** (based on those that know their budgets).
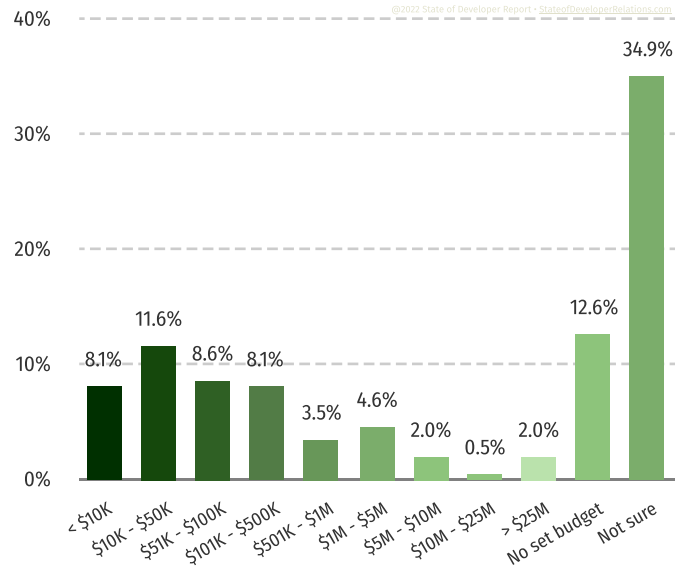
## Q29.
*What is the annual budget of your developer program, not including staff salaries?*

Chart values:
- < $10K: 8.1%
- $10K - $50K: 11.6%
- $51K - $100K: 8.6%
- $101K - $500K: 8.1%
- $501K - $1M: 3.5%
- $1M - $5M: 4.6%
- $5M - $10M: 2.0%
- $10M - $25M: 0.5%
- > $25M: 2.0%
- No set budget: 12.6%
- Not sure: 34.9%

# Products.

**Most** programs support between **2 and 5 products (36.9%). 10% did not know** how many products their programs supported.

*For this research, a product is a distinct entity that requires its own identity, resourcing, documentation, support, and maintenance needs. Developer tools, APIs, SDKs, HDKs, platforms and marketplaces can all be products in their own right.*
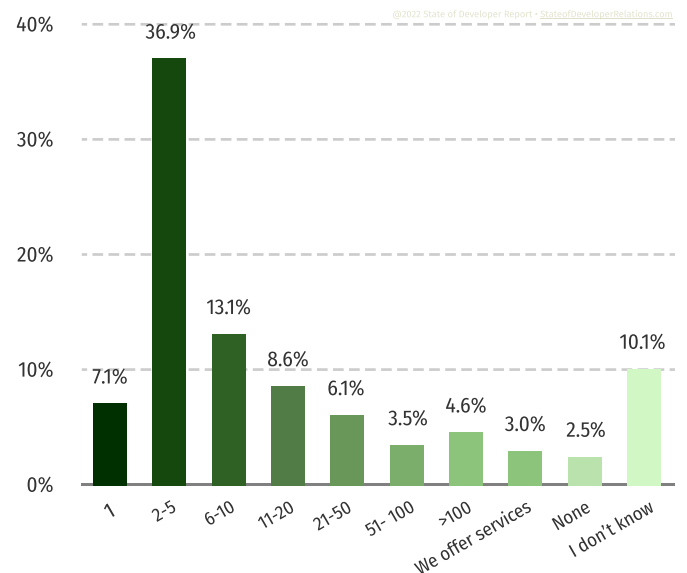
## Q30.
*How many distinct products does your DevRel program support?*

Chart values:
- 1: 7.1%
- 2-5: 36.9%
- 6-10: 13.1%
- 11-20: 8.6%
- 21-50: 6.1%
- 51-100: 3.5%
- >100: 4.6%
- We offer services: 3.0%
- None: 2.5%
- I don't know: 10.1%

# Career Path for DevRel.

Approximately **36%** of respondents felt that there was a **defined career path for DevRel** in their organization. However, a much larger **51% did not see a defined career path**.

These numbers are similar to last year.

These stats correlate with the responses that many programs are new and many people are new to DevRel (0-2 years).

**No**
**51.0%**

**Not sure**
**12.1%**

**Yes**
**35.9%**
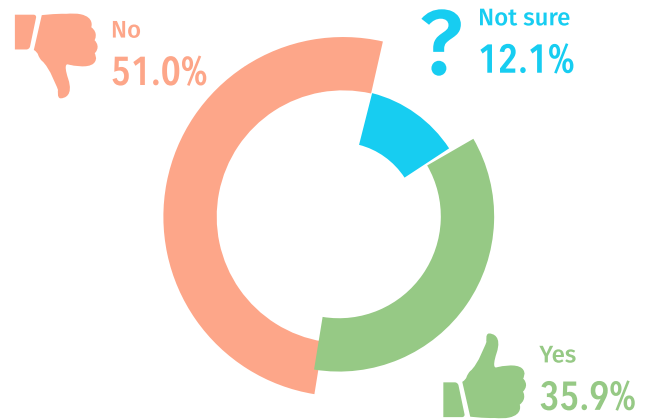
*Is there a defined career path for DevRel in your organization?*

# Leadership Support for DevRel.

Getting Internal Support for programs was listed as a key challenge faced by DevRel professionals in 2021, prompting us to dig further into leadership buy-in.

This year over **57%** of respondents were **at least satisfied**, while **17.2%** were **dissatisfied or very dissatisfied** with C and Senior-level support for their program.

**26.3%** Very satisfied

**30.8%** Satisfied

**22.7%** Neither satisfied nor dissatisfied

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**11.6%** Dissatisfied

**5.6%** Very dissatisfied
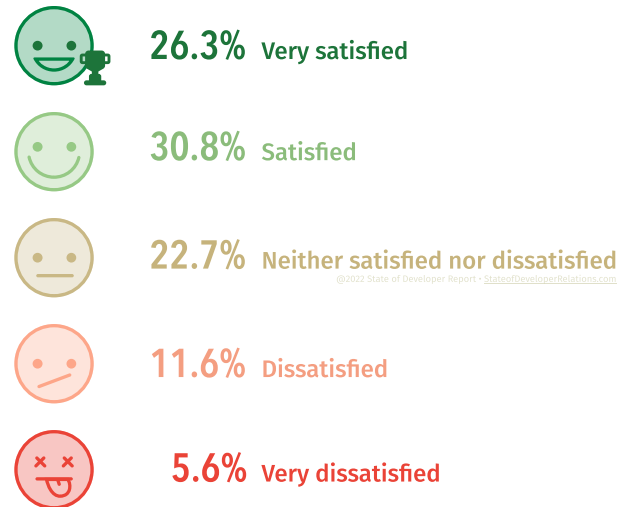
**\*Q33.** *How satisfied or dissatisfied are you with C-level and senior leadership support for your DevRel program?*

# STRATEGIES, ACTIVITIES, CHALLENGES.

**DevRel largely drives awareness by content development, and measures engagement by active users.**

# Why DevRel?

**Driving Awareness (85.3%)** took over from **Developer Education (76.3%)** as the **leading purpose of developer programs** from '21.

**Getting feedback on product**, **driving product engagement** and **driving brand awareness** remain among the top priorities for Developer Programs.

Notably, **C-level executives** picked **Driving Brand Awareness** (88.3%) for the main purpose of their programs.

| Category | Percentage |
|---|---|
| Drive awareness & adoption of products | 85.3% |
| Educate & support developers | 76.3% |
| Get feedback for our product(s) | 58.8% |
| Drive engagement of our product(s) | 58.8% |
| Drive brand awareness | 58.2% |
| Drive sales | 28.3% |
| Get code contributions | 19.2% |
| Find new channels to market | 18.1% |
| Reduce churn rate & risk | 18.1% |
| Simplify or reduce the cost of support | 17% |
| Other | 5.6% |
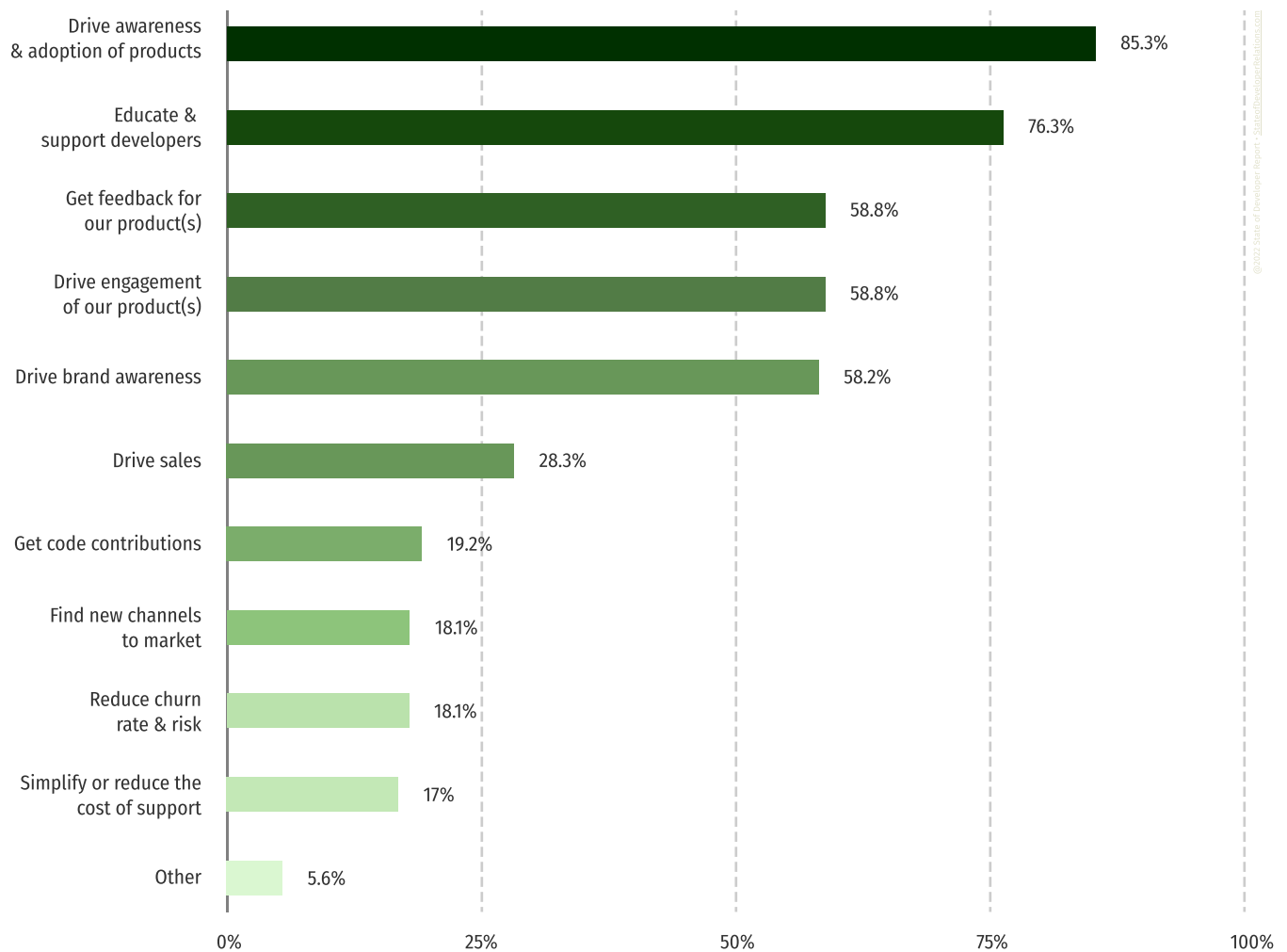
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# Program Challenges.

**Continuous content creation** proved the **biggest challenge** for the largest proportion of respondents, at **41.8%**.

**Engagement and retention (35%)**, **Attracting developers (30.5%)** and **Scaling developer outreach (23.7%)** comprised other top challenges for programs, echoing last year's sentiment.

Surprisingly, despite the high approval rating for senior/ C-level support observed earlier, almost a **quarter** still feel that **insufficient internal support (23.7%)** is one of their key challenges, which leaves room for improvement.

**Q35** *What are the biggest challenges for your developer program? (Share your Top 3) Note: '21 this was an open-ended question.*

| Challenge | % |
|---|---|
| Continuous content creation | 41.8% |
| Engaging & retaining developers | 35.0% |
| Attracting developers | 30.5% |
| Scalling marketing & outreach to developers | 23.7% |
| Insufficient internal support | 23.7% |
| Limitations with our product(s) | 18.6% |
| Hiring - Technical staff | 17.0% |
| Making a case for developer relations | 16.4% |
| Insufficient budget | 15.8% |
| Ineffective or lack of tools | 11.3% |
| Insufficient training in developer relations | 10.7% |
| Generating revenue | 7.9% |
| Scaling support teams | 7.3% |
| Hiring - Marketing staff | 4.0% |
| Other (please specify) | 7.34% |
| N/A | 6.21% |

# Outreach Tactics.

**Content Marketing (57.1%)** remains the **most effective tactic** for **developer outreach**, which aligns with the top DevRel challenge of continuous content creation such as blogs, ebooks, case studies and other copy.

At almost **40%, Events - Public Speaking** was a key effective tactic. A return from the pandemic likely helped boost event numbers in 2022 compared with recent years.

Engaging with **Online tech communities (34.5%)** also proved effective, with just **over a third picking it as a top 3 tactic**.

## Q36

*Which of these tactics have been most effective for your outreach to developers? (Choose your top 3)*

| | |
|---|---|
| Content Marketing (blog posts, ebooks, etc.) | 57.1% |
| Events - Public Speaking | 39.6% |
| Engaging with online tech communities | 34.5% |
| Events - Organizing conferences, workshops etc. | 32.8% |
| Social media (organic) | 24.3% |
| Direct outreach (Email, Meetings, Demos) | 22.0% |
| Events - Attending | 21.5% |
| Events - Sponsoring | 19.8% |
| Partnerships | 16.4% |
| Live streaming | 13.0% |
| Webinars | 11.9% |
| Hackathons and contests (Online) | 10.7% |
| Newsletters | 9.6% |
| Hackathons and contests (In-person) | 7.3% |
| Online workshops | 6.8% |
| SEO / PPC | 5.7% |
| Advertising | 4.0% |
| University outreach | 2.3% |
| Sales / BD team | 2.3% |

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# Effective Online Channels.

While the order of channels remained largely the same as last year, in 2022, we see a significant growth in respondents picking **Twitter** as their **most effective online channel to reach and communicate with developers**, up to **65%** from 52% last year.

**YouTube** and **LinkedIn** also saw increases, indicating overall growth in the use of social media channels to reach developers. **Dev.to** bumped out **Twitch** to make it to the Top 10.

**Q37.** *Which of these online channels have been the most effective in reaching and communicating with your developer community? (Choose your Top 5)*

## Top 10 Online Channels for '22

| | |
|---|---|
| Twitter | 65.0% |
| GitHub | 48.6% |
| Company website | 45.2% |
| YouTube | 38.4% |
| LinkedIn | 35.6% |
| Slack | 31.1% |
| dev.to | 22.0% |
| Stack Overflow | 16.4% |
| Discord | 15.8% |
| Medium | 15.3% |

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## Other Online Channels

| | |
|---|---|
| Twitch | 13.0% |
| Reddit | 9.6% |
| Hacker News | 7.3% |
| Code Project | 6.2% |
| Facebook | 5.1% |
| Hacker Noon | 3.4% |
| Google Developer Groups | 3.4% |
| Instagram | 2.8% |
| Intercom | 2.3% |
| GitLab | 1.7% |
| SD Times | 1.1% |
| Daily.dev | 1.1% |
| TikTok | 1.1% |
| Gitter | 0.6% |
| WhatsApp | 0.6% |
| IRC | 0.6% |
| SlideShare | 0.6% |

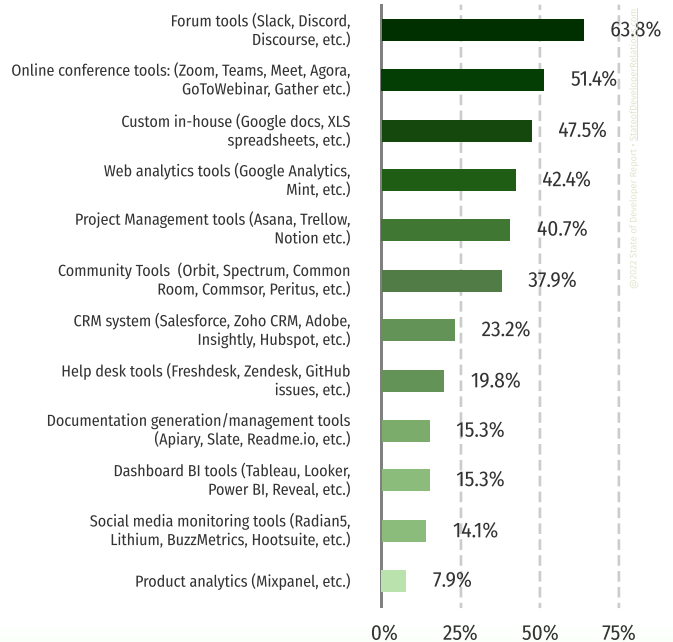@2022 State of Developer Report • StateofDeveloperRelations.com

# Tools to Manage DevRel.

Once again in 2022, we see **Forum tools** at **63.8%** (like Slack and Discord), leading as the most popularly used tools to manage developer programs and activities.

**Online conference tools** like Zoom and Teams were a close second choice, with **51.4%.**

There is a growing use of **Community and DevRel specific tools** like Orbit, Common Room and Peritus, which attests to the growth and importance of DevRel.

**Q38.** *Which tools are used to manage your developer program activities? (Choose ALL that apply)*

Forum tools (Slack, Discord, Discourse, etc.) — 63.8%
Online conference tools: (Zoom, Teams, Meet, Agora, GoToWebinar, Gather etc.) — 51.4%
Custom in-house (Google docs, XLS spreadsheets, etc.) — 47.5%
Web analytics tools (Google Analytics, Mint, etc.) — 42.4%
Project Management tools (Asana, Trellow, Notion etc.) — 40.7%
Community Tools (Orbit, Spectrum, Common Room, Commsor, Peritus, etc.) — 37.9%
CRM system (Salesforce, Zoho CRM, Adobe, Insightly, Hubspot, etc.) — 23.2%
Help desk tools (Freshdesk, Zendesk, GitHub issues, etc.) — 19.8%
Documentation generation/management tools (Apiary, Slate, Readme.io, etc.) — 15.3%
Dashboard BI tools (Tableau, Looker, Power BI, Reveal, etc.) — 15.3%
Social media monitoring tools (Radian5, Lithium, BuzzMetrics, Hootsuite, etc.) — 14.1%
Product analytics (Mixpanel, etc.) — 7.9%
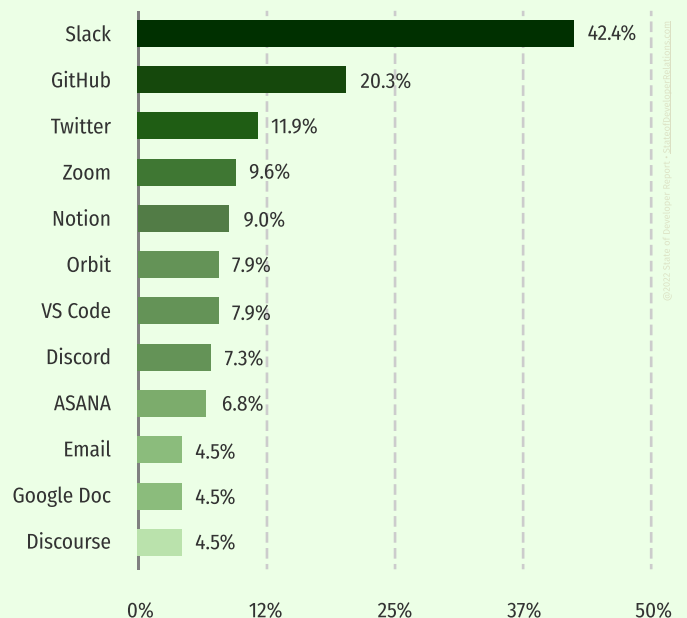
0% 25% 50% 75%

## Top 12 Most Mentioned Tools

Respondents picked a very wide variety of tools that they considered essential, from social media tools to forums to the Google suite, browsers, code editors and many more.

Similar to 2021, **Slack** took the top spot **(42.4%)** as the most mentioned tool that DevRel professionals can't live without.

**GitHub (20.3)** and **Twitter (11.9%)** followed closely behind.

Other tools mentioned included: Jira, Google Analytics, Confluence, Forums, Common Room, Telegram, PowerPoint, YouTube, Teams, Miro, Stack Overflow, Trello, Airtable, LinkedIn, Google, Salesforce, Tweetdeck, Adobe Creative Suite, Firefox, Intercom, Peritus, Postman, Readme.io, Lucid Chart, Streamyard, and again, Coffee.

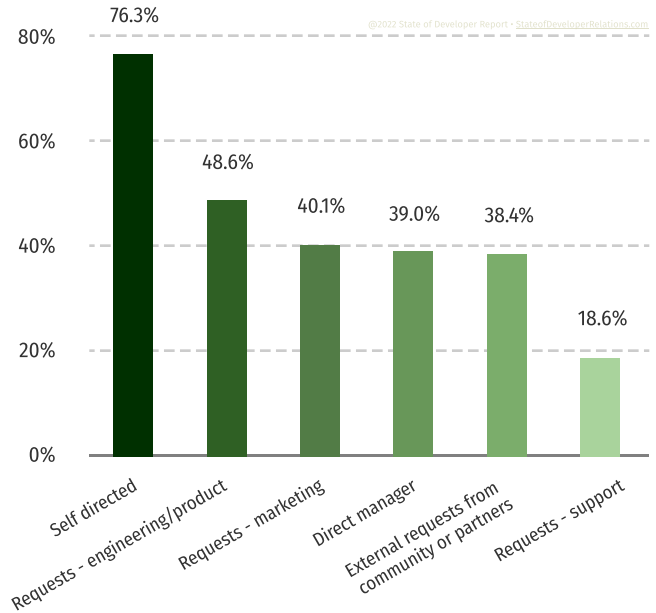**Q39.** *What 3 tools can you not live without? (open ended)*

Slack — 42.4%
GitHub — 20.3%
Twitter — 11.9%
Zoom — 9.6%
Notion — 9.0%
Orbit — 7.9%
VS Code — 7.9%
Discord — 7.3%
ASANA — 6.8%
Email — 4.5%
Google Doc — 4.5%
Discourse — 4.5%

0% 12% 25% 37% 50%

# Work Assignments.

A new question asked in 2022, we wanted to dig deeper into not only where DevRel teams report, but **how they are assigned work.**

In true entrepreneurial spirit, a very high **76%** of DevRel professionals' work is **self-directed.**

Despite more programs reporting to Marketing, **requests from Engineering and Product** comprised the **largest sources of work assignment** outside of the self-directed category.
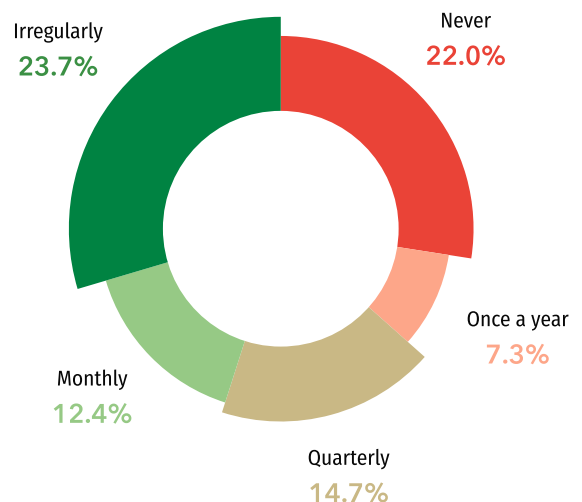
**\*Q40.** *How do you or your team get assigned work? (Choose ALL that apply)*

Chart values:
- Self directed: 76.3%
- Requests – engineering/product: 48.6%
- Requests – marketing: 40.1%
- Direct manager: 39.0%
- External requests from community or partners: 38.4%
- Requests – support: 18.6%

# Developer Experience (DX).

This question was asked to gauge how actively developer programs worked to improve **Developer Experience.**

**Developer Journey Maps and friction logs** are key tools to understanding and addressing your developer community's pain points.

We see that **34.4% of programs regularly engage in regular DX reviews**, either **quaterly (14.7%)**, **monthly (12.4%)**, or **annually (7.3%)**.

Donut chart values:
- Irregularly 23.7%
- Never 22.0%
- Once a year 7.3%
- Quarterly 14.7%
- Monthly 12.4%

**\*Q41.** *How often does your developer program review friction logs and developer journey maps of your products and services?*
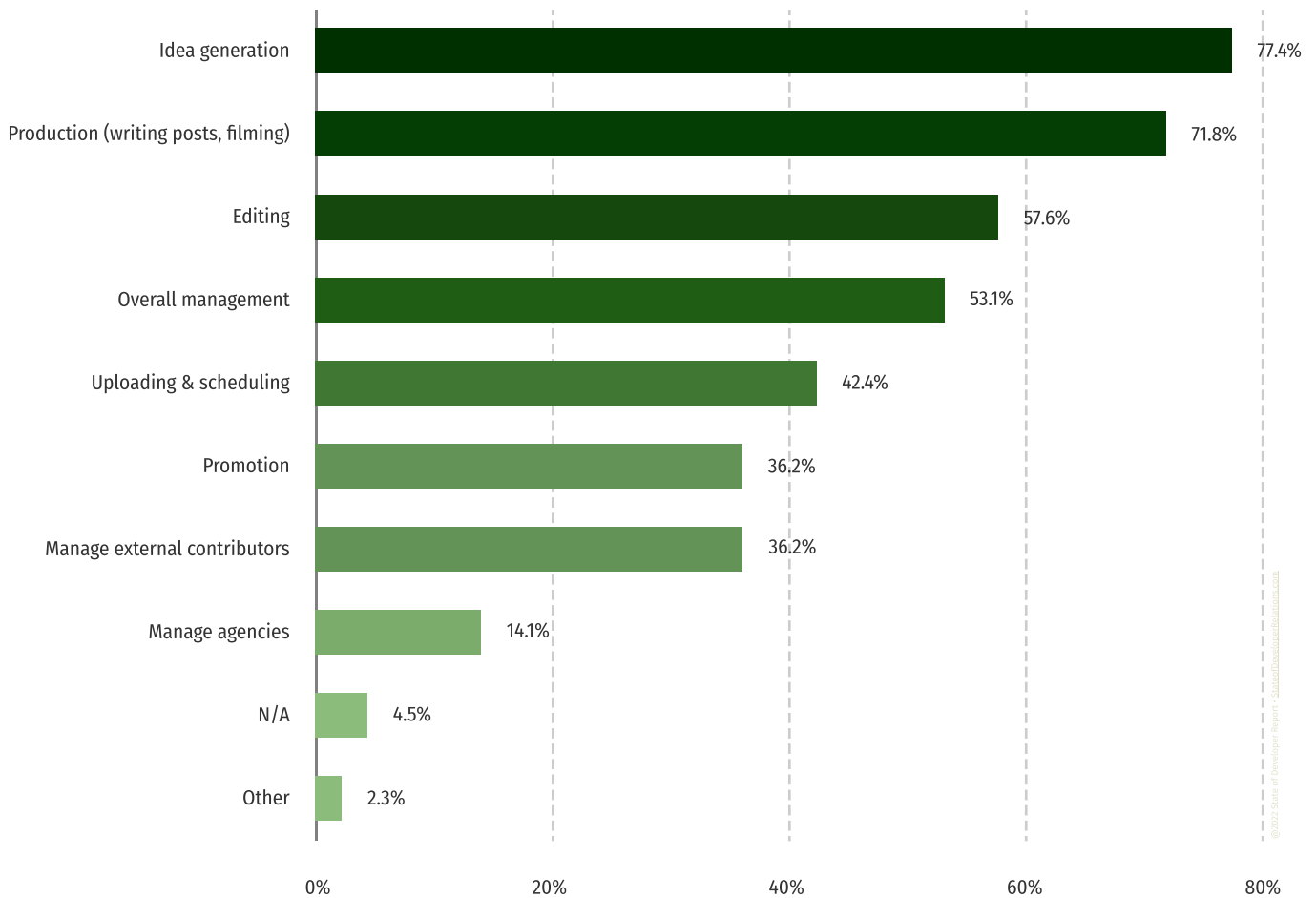
# Content Production.

As content increasingly gains in importance as part of a program's strategy and is an activity where DevRel practioners spend most of their time, digging further into specific tasks related to content is insightful.

While there is significant overlap between categories, **Ideation (77.4%), Production (71.8%) and Editing (57.6%)** were the top responsibilities of DevRel professionals when it comes to content production.

Notably, **14.1% work with agencies and 36.2% external contributors.**

*Q42.

*Which aspects of the content production pipeline are you responsible for? (Choose ALL that apply)*

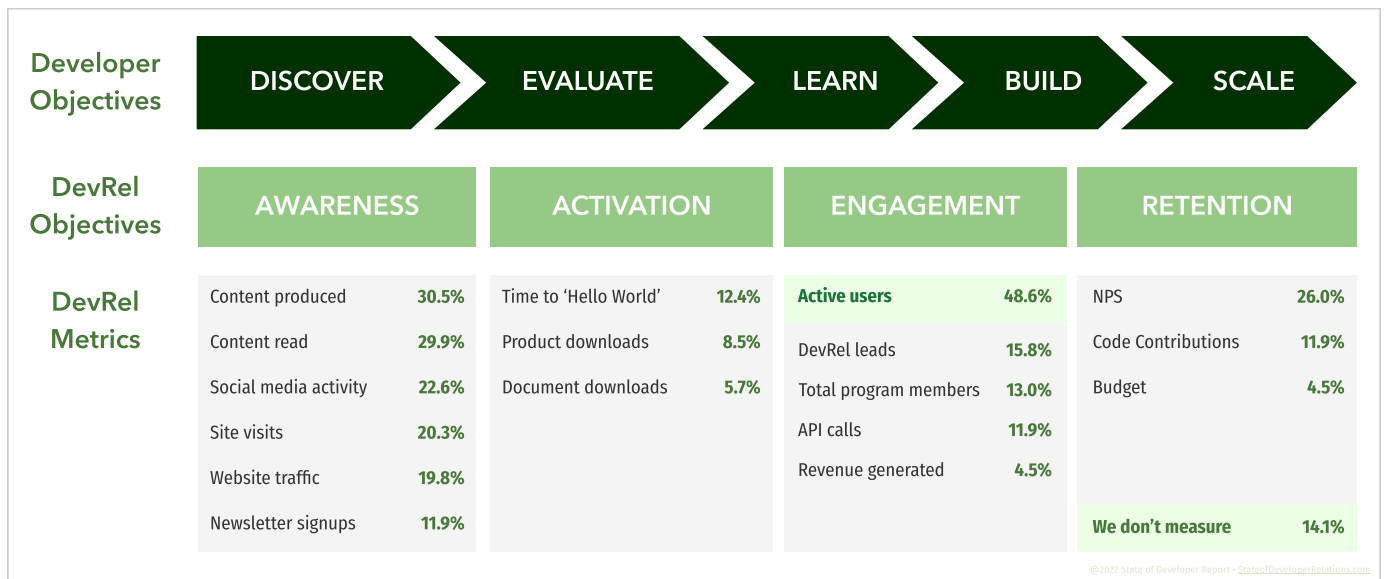| Category | Percentage |
|----------|-----------|
| Idea generation | 77.4% |
| Production (writing posts, filming) | 71.8% |
| Editing | 57.6% |
| Overall management | 53.1% |
| Uploading & scheduling | 42.4% |
| Promotion | 36.2% |
| Manage external contributors | 36.2% |
| Manage agencies | 14.1% |
| N/A | 4.5% |
| Other | 2.3% |

# Metrics.

DevRel collects metrics across the spectrum of Developer Journey and DevRel objectives. Being able to articulate the impact of your work is vital to any program or practitioner.

The **number of Active Users** was considered by almost half of respondents **(48.6%)** to be the **most important measure of success**, followed by the closely related **Content Produced (30.5%) and Content Read (29.9%)**, which is in line with Content Production, a top challenge and activity for DevRel people. Of note, Content Created was the highest at 50% in '21.

Developer satisfaction measured via a **Net Promoter Score** was also popular **(26%) up from 18% in '20**. For Dev+ companies, NPS was the 2nd highest choice at 32.5%, behind Active Users.

There are still **14.1% that don't measure their program.**

**Q43.** *How do you measure the overall success of your program? (Choose your Top 3)*

| Developer Objectives | DISCOVER | EVALUATE | LEARN | BUILD | SCALE |
|---|---|---|---|---|---|

| DevRel Objectives | AWARENESS | ACTIVATION | ENGAGEMENT | RETENTION |
|---|---|---|---|---|

| DevRel Metrics | | | | |
|---|---|---|---|---|
| | **Content produced** 30.5% | **Time to 'Hello World'** 12.4% | **Active users** 48.6% | **NPS** 26.0% |
| | **Content read** 29.9% | **Product downloads** 8.5% | **DevRel leads** 15.8% | **Code Contributions** 11.9% |
| | **Social media activity** 22.6% | **Document downloads** 5.7% | **Total program members** 13.0% | **Budget** 4.5% |
| | **Site visits** 20.3% | | **API calls** 11.9% | |
| | **Website traffic** 19.8% | | **Revenue generated** 4.5% | |
| | **Newsletter signups** 11.9% | | | **We don't measure** 14.1% |

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| Active users | 48.6% |
|---|---|
| Content produced | 30.5% |
| Content read | 29.9% |
| Developer satisfaction (NPS) | 26.0% |
| Social media activity | 22.6% |
| New program members | 20.3% |
| Site visits | 20.3% |
| Website traffic | 19.8% |
| DevRel leads | 15.8% |
| Total program members | 13.0% |

| Time to 'Hello World' | 12.4% |
|---|---|
| API calls | 11.9% |
| Newsletter signups | 11.9% |
| Code contributions | 11.9% |
| Product downloads | 8.5% |
| Document downloads | 5.7% |
| Product / service sales | 4.5% |
| Revenue generated | 4.5% |
| Budget | 1.1% |
| **We don't measure our program** | **14.1%** |

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# Future.

## Headcount.

Developer Relations has seen immense growth over the last few years, and employees are optimistic about their programs hiring more people.

**Almost two-thirds of respondents believe** that in the next year, the number of DevRel **employees in their program will grow**, while only **3% believe it will shrink.**

**\*Q31.** *In the next 12 months, do you expect your developer program headcount to:*

**64.7%**
Grow

**3.0%**
Shrink

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**22.7%**
Remain the same

**?** **8.1%**
No idea

## Economic Climate.

Despite optimism with regards to their own developer programs' headcount growing, more DevRel professionals expect the **macroeconomic climate** to **affect their program negatively (22%)** than **positively (17%).**

Most admit they either **aren't sure** or **don't expect to see any impact (60.5%).**

**\*Q44.** *How do you expect the global economic climate to affect your developer program in the next 12 months?*

**17.0%**
Positively

**—** **22.0%**
Negatively

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**32.2%**
No change

**?** **28.3%**
No idea

## Profession of DevRel.

Consistent with 2021, **over 50% are positive** about joining a **professional body or association** to help Developer Relations gain recognition.
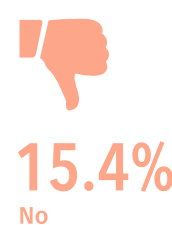
**Q16.** *Would you join a professional body or association to help developer relations gain recognition? ?*

**57.2%**
Yes

**15.4%**
No

**?**
**27.4%**
Not sure

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# Survey Stats.

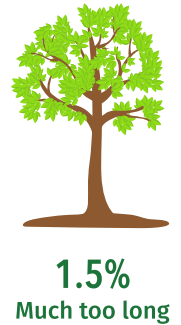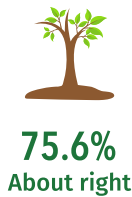## As Developer Relations has grown and expanded over the years, so too has our survey.

The 2022 Survey was the most extensive, so we wanted feedback on it. Thankfully, most respondents (**75.6%**) found it was **About the right length**.

In addition to using Twitter, LinkedIn and outreach to our personal contacts, we thank these channels who also helped us spread the word: **DevRel Collective, Flyless, Heavybit, API Developer Weekly, Scaling Developer Success podcast, Devocate and DevRel Weekly.**

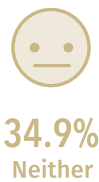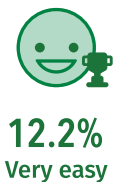The survey was opened on July 21, 2022 and closed on August 16, 2022.

|  | 2022 | 2021 |
|---|---|---|
| Responses Analyzed | 215 | 247 |
| Number of Questions | 46 | 36 |
| Average Time Spent | ~ 13 minutes | ~ 4 minutes |

**\*Q45.** *How did you feel about the length of this survey?*

| 1.2% | 44.8% | 75.6% | 21.5% | 1.5% |
|---|---|---|---|---|
| Much too short | Too short | About right | Too long | Much too long |

**\*Q46.** *How easy or difficult was this survey to complete?*

| 12.2% | 44.8% | 34.9% | 8.1% |
|---|---|---|---|
| Very easy | Easy | Neither | Difficult |

**A few respondent comments:**

"

*Thanks so much for organizing, I actually have a tonne of "OH wow we need to think about things" stuff to take back to the team.*

*Thanks for putting this survey together. I find these insights very helpful.*

*DevRel is more than Developers, do we need to start using more diverse terms? Developers aren't the only ones that we need to influence.*

*I think it makes a lot of sense to separate startup devrels from established companies. I work at a startup and this is such a different experience... It's all ad hoc. I also have a devrel manager but I'm a solo advocate so in a sense I'm alone at the job. It's hard to convey that level of nuance via the questions.*

*Not sure about some of the answers as I'm new to the org.*

*I answered most questions for DevRel team, but we also have a Developer Education team that I did not represent here.*

*Thank you SO much for soliciting these insights and creating these reports. They're so incredibly impactful for our industry.*

"

**9th DevRel Survey Report**

# STATE OF
# DEVELOPER RELATIONS

# 2022