



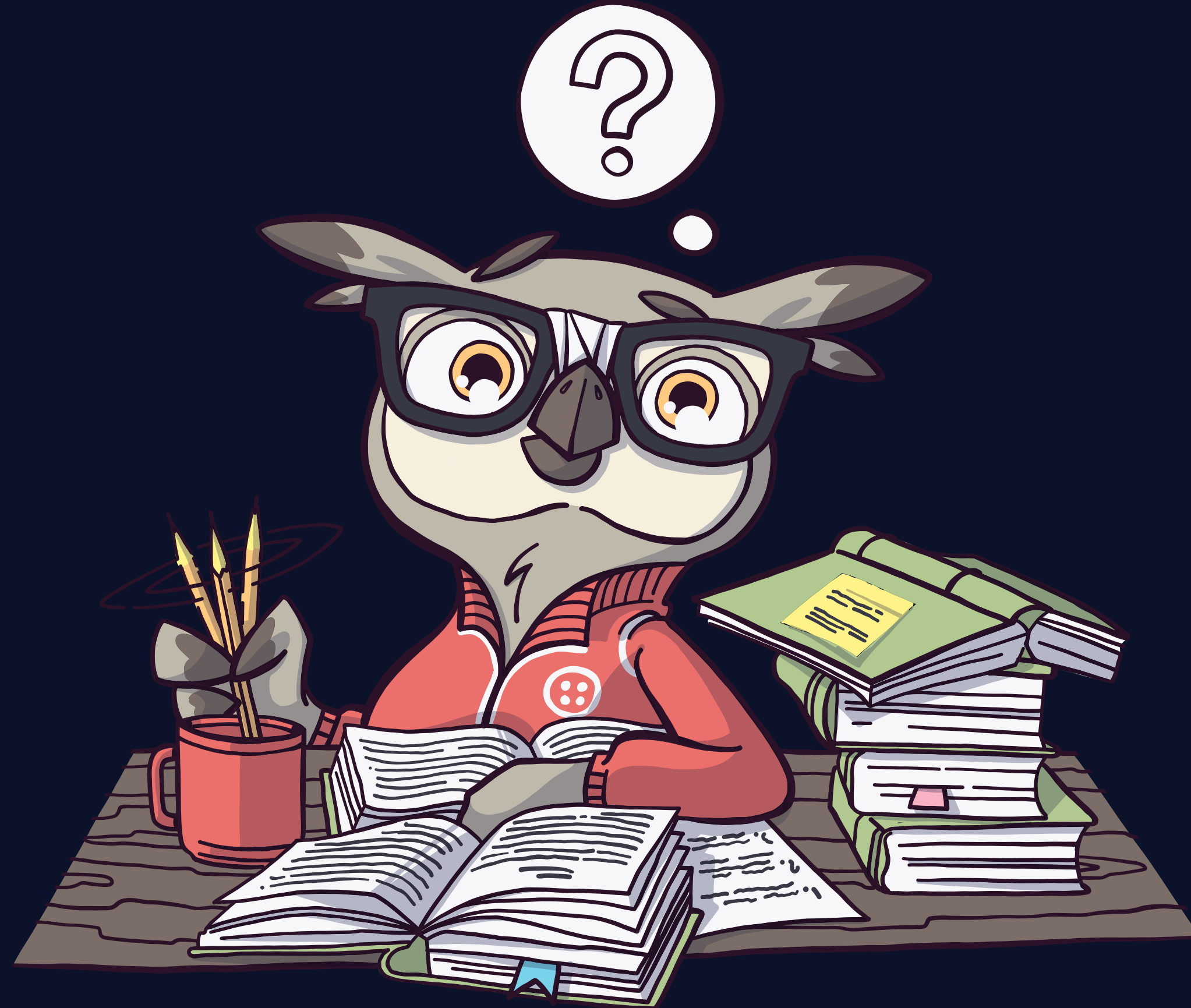
# Dev Rel Summit

*2018 - Singapore*



wifi: huonesgguest

p: tryharder



# DARK MATTER DEVELOPERS



# JAROD REYES

DEVELOPER EVANGELISM MANAGER - APAC





*Developers that have had to be active in the,  
ecosystem that are everywhere Blogs,  
meetups, user groups, conferences,  
etc. They go to work and go home.*

OUR DEFINITION

OLD DEFINITION















■ Highly Engaged ■ Everyone Else

Twilio









developer



Jardo



YAHOO!

Web

Images

Video

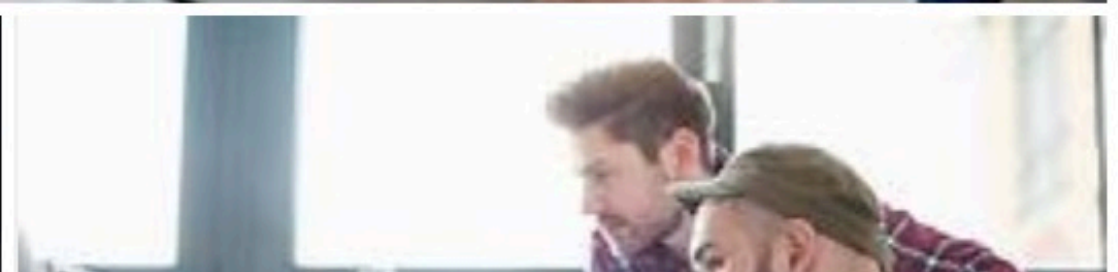
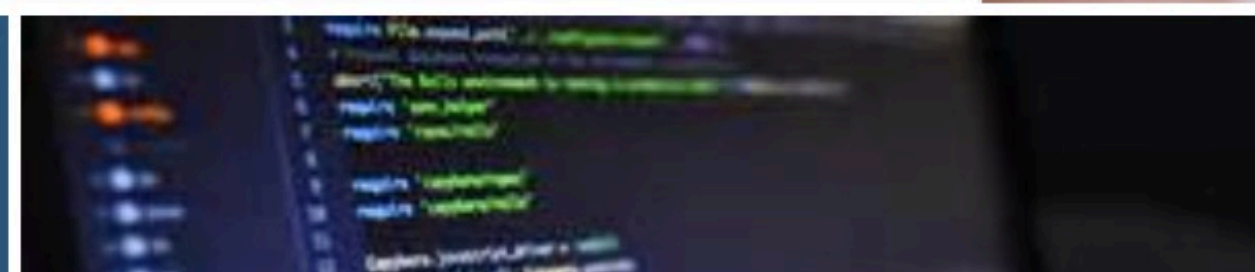
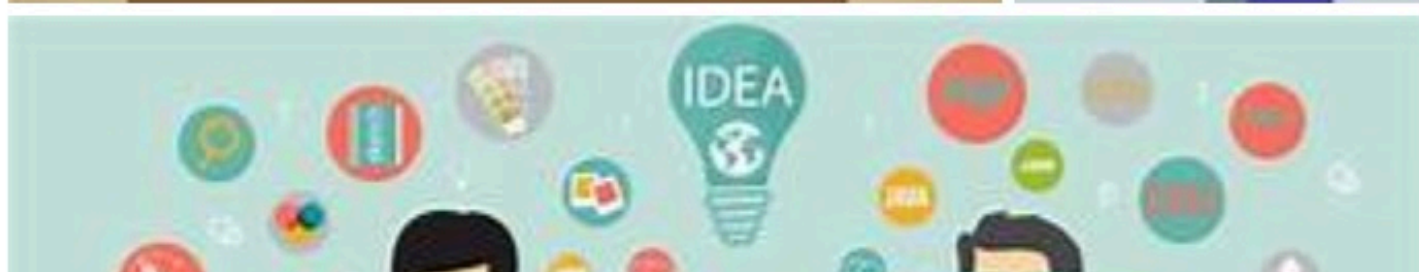
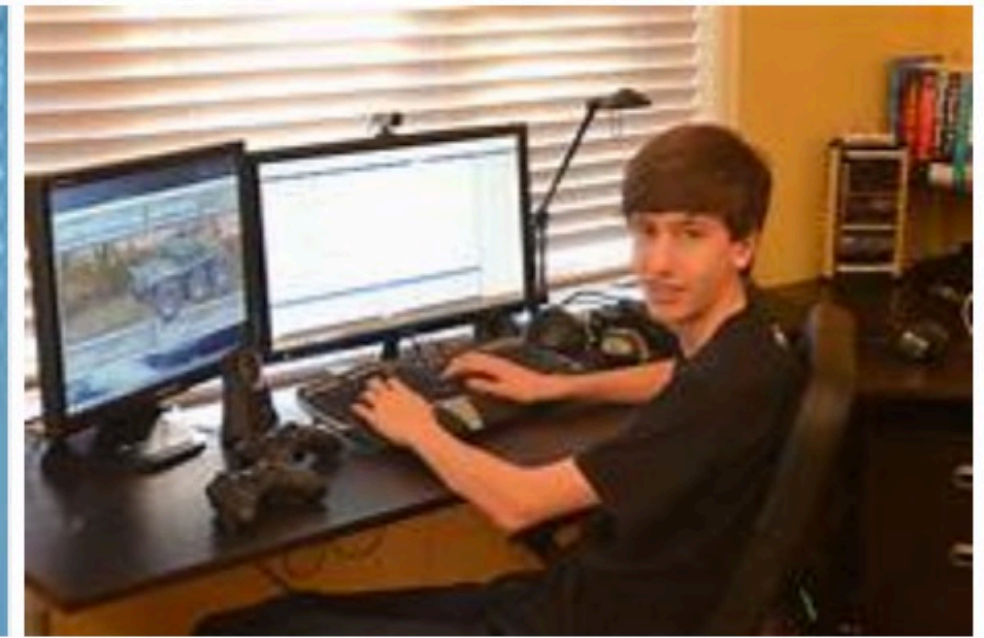
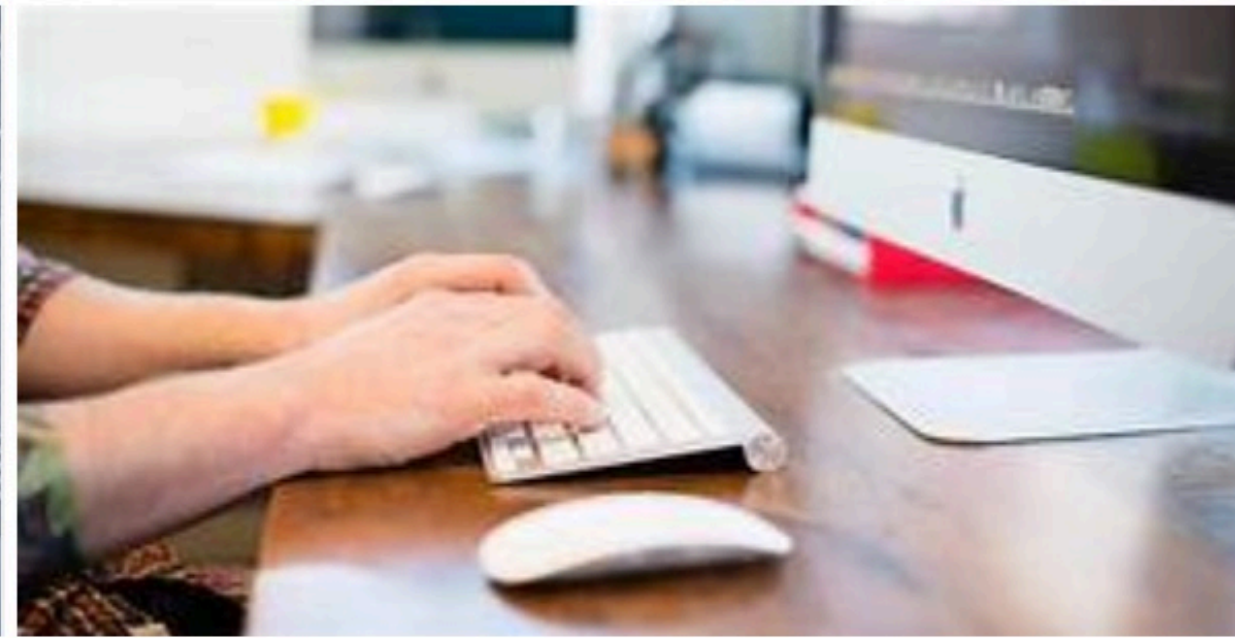
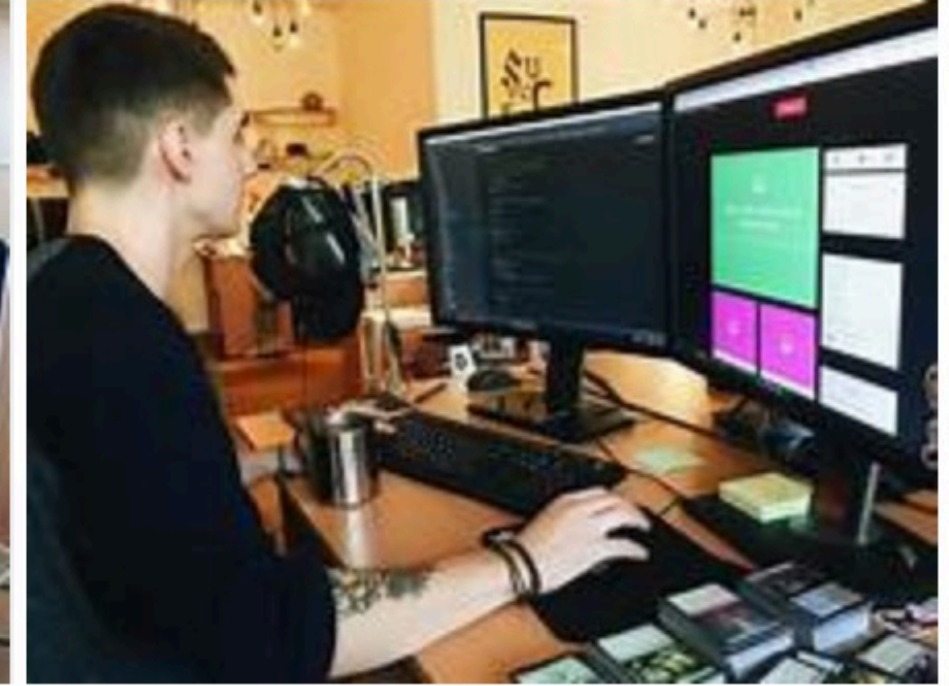
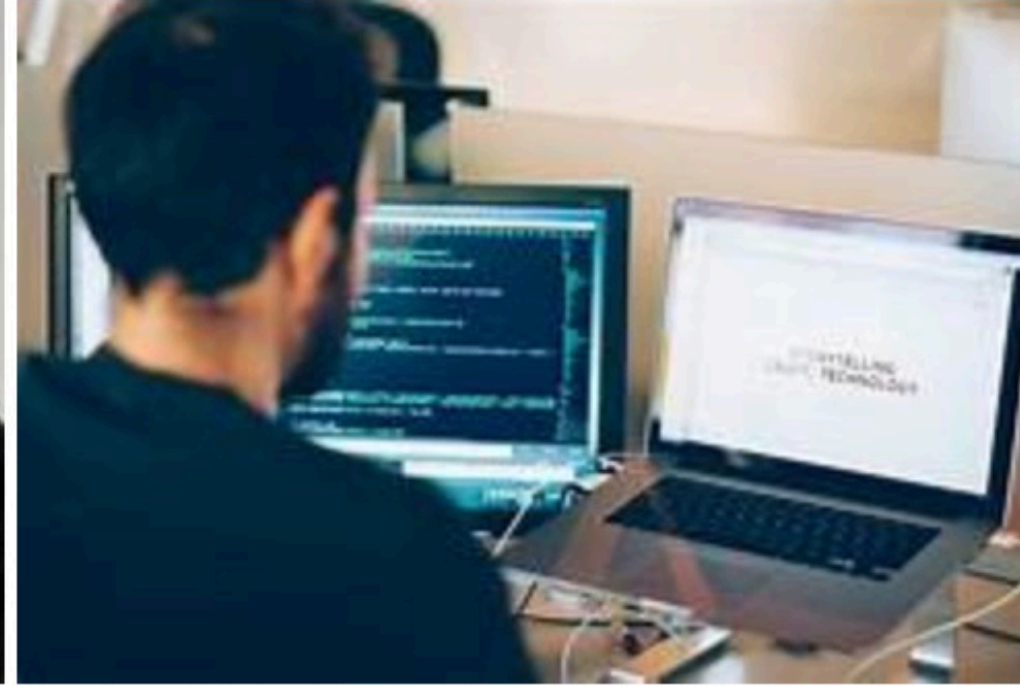
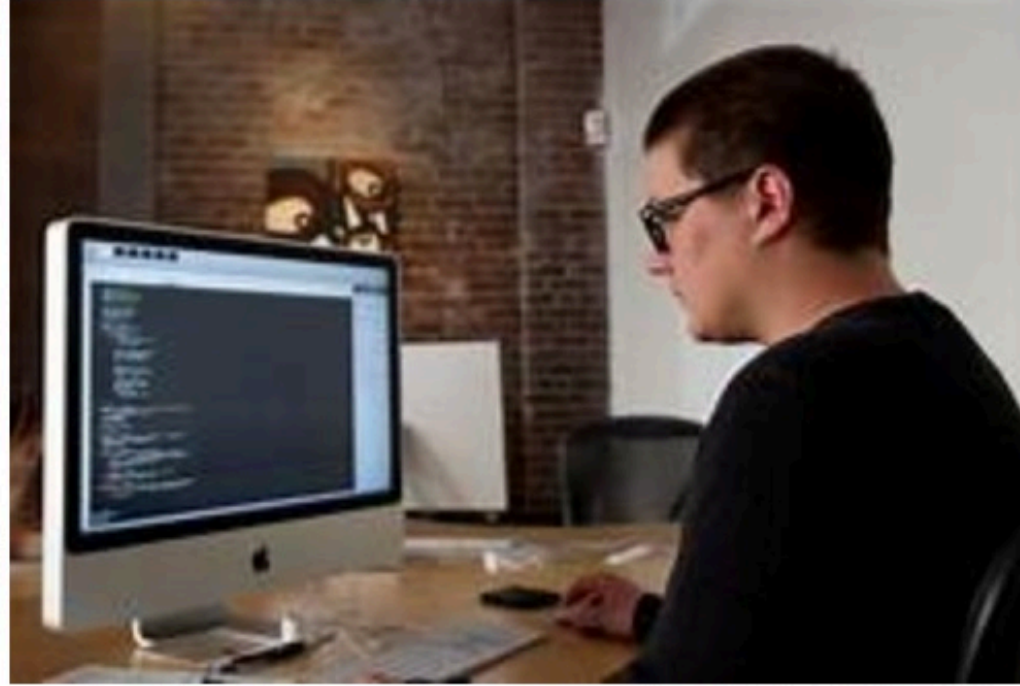
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computer programmer



Jardo



YAHOO!

Web

Images

Video

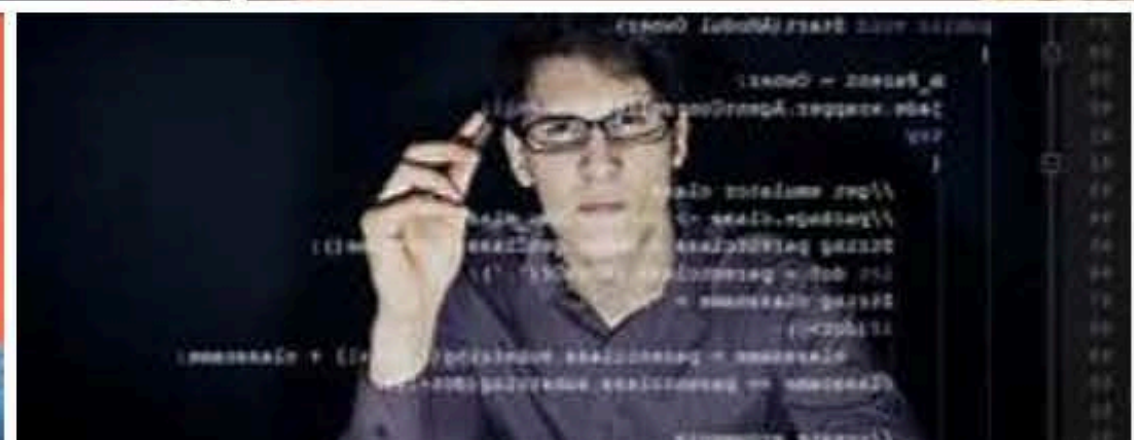
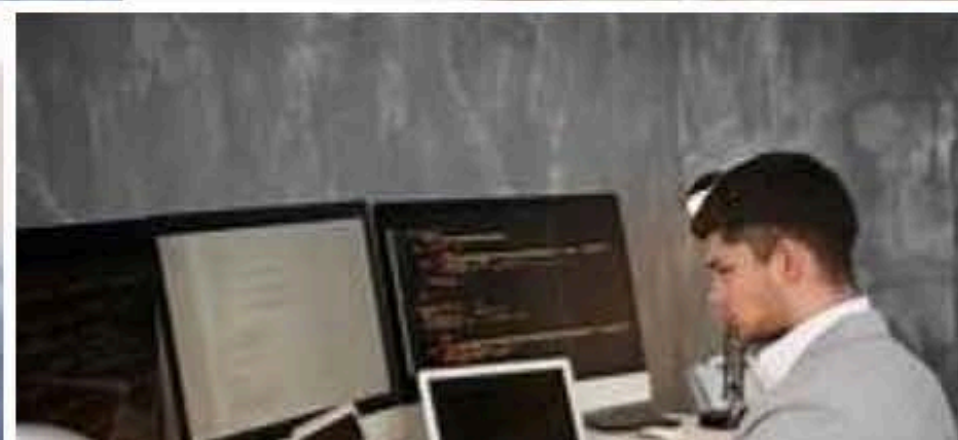
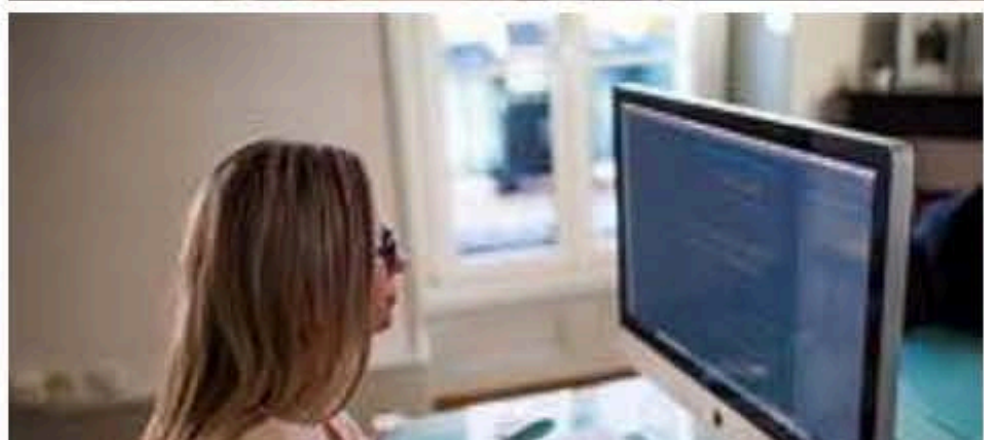
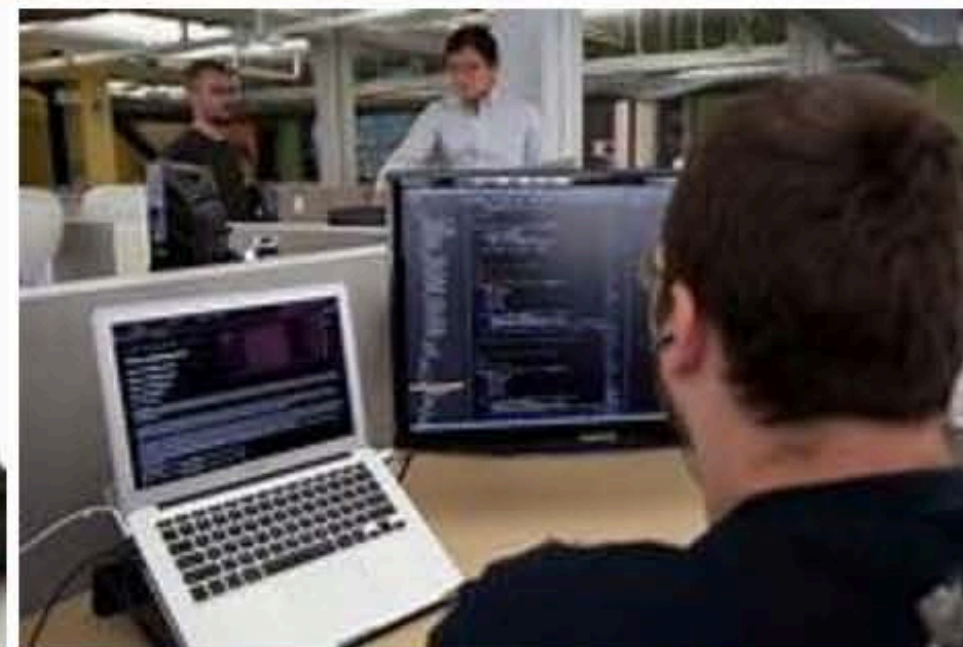
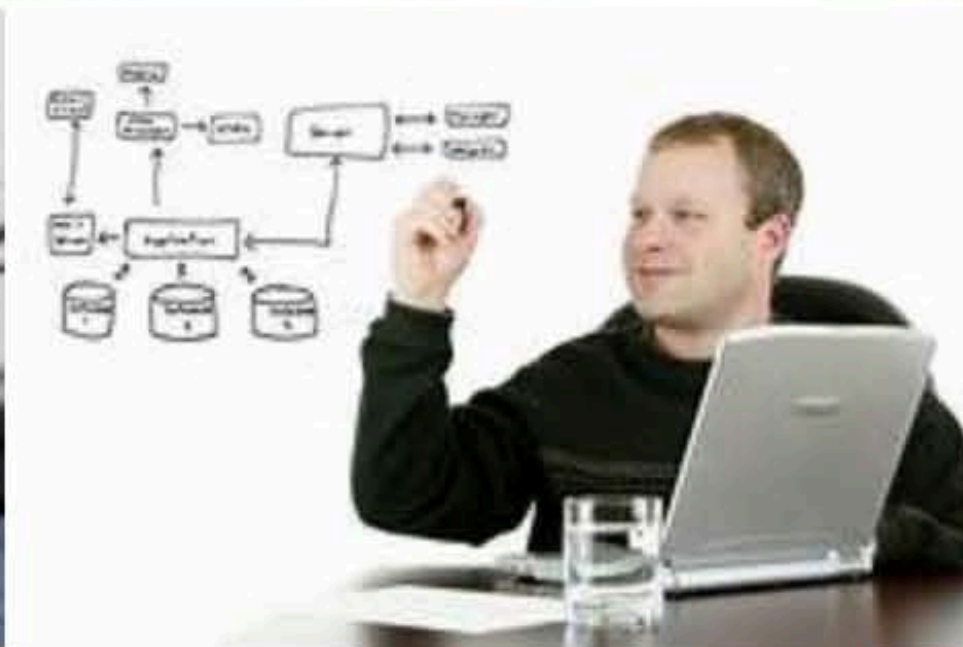
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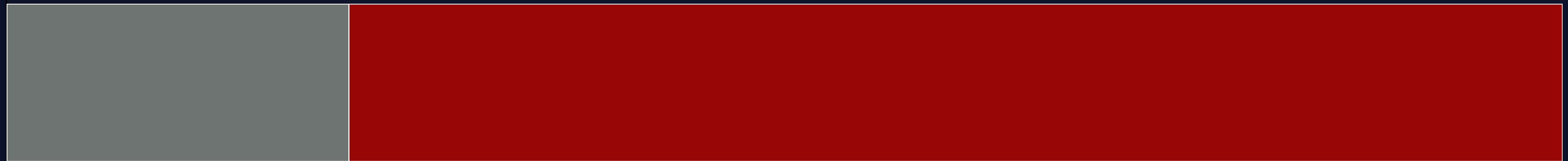


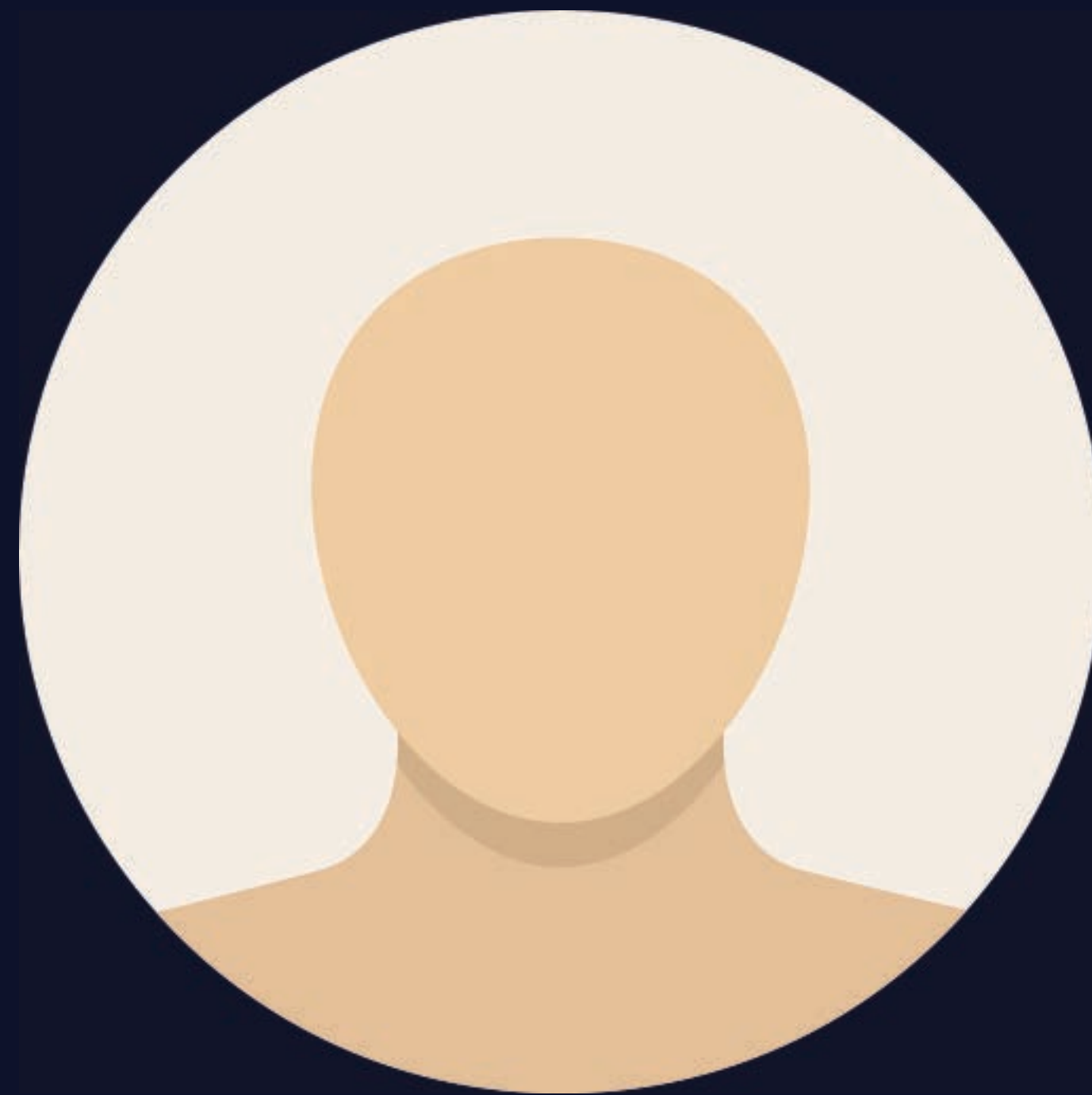


 **seen**

 **unseen**

April





# MEET YOUR DEVELOPER

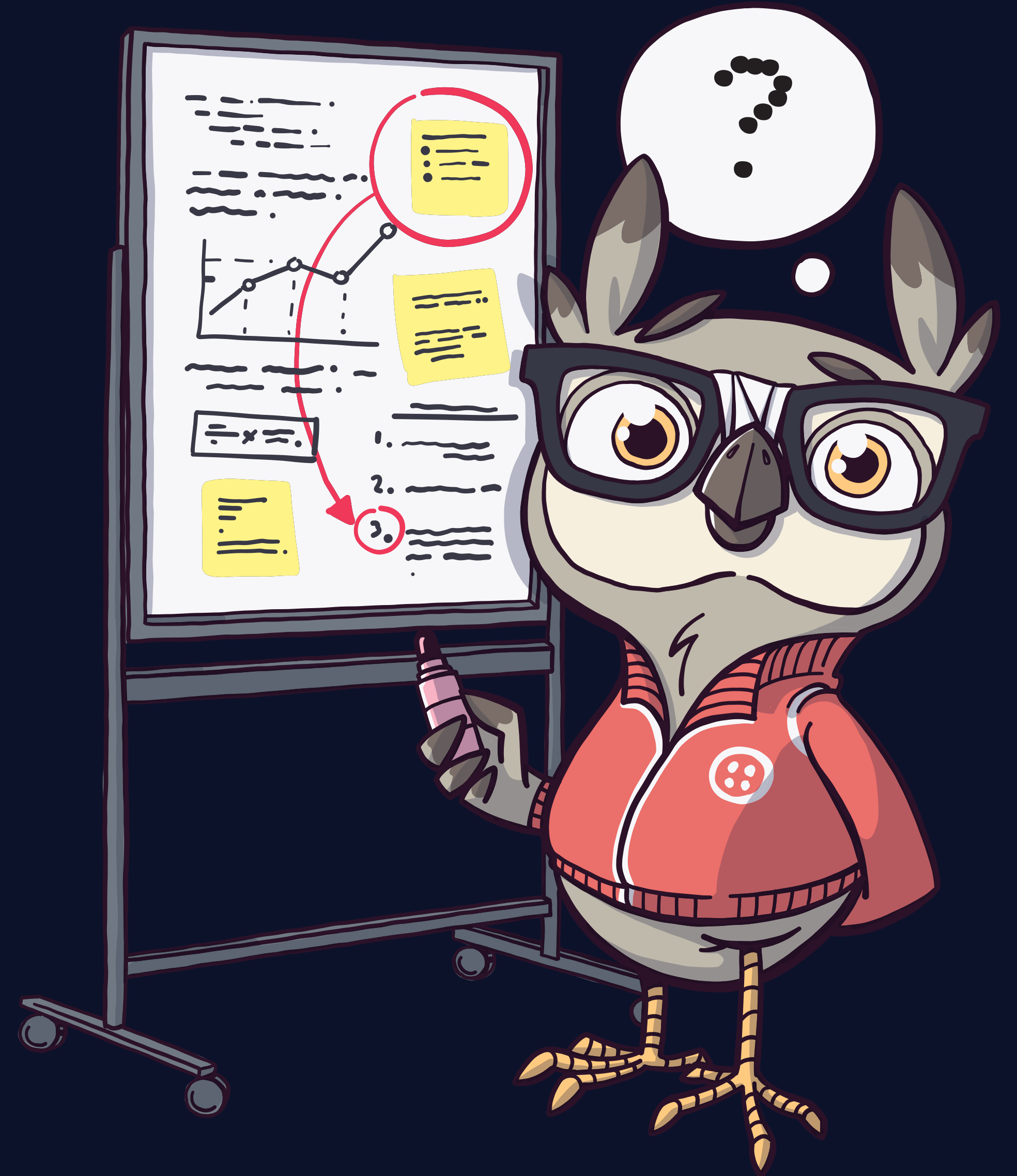




IS THE DEVELOPER JUST LIKE YOU?

# 4 LEADING QUESTIONS

THAT CHALLENGE OUR ASSUMPTIONS





DOES THE DEVELOPER  
HAVE EVERYTHING THEY NEED  
TO USE OUR PRODUCT?



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* DEVELOPERS MOSTLY USE MAC

*2* DEVELOPERS HATE TALKING TO SALES

*3* DEVELOPERS LOVE OUR SITE/DOCS

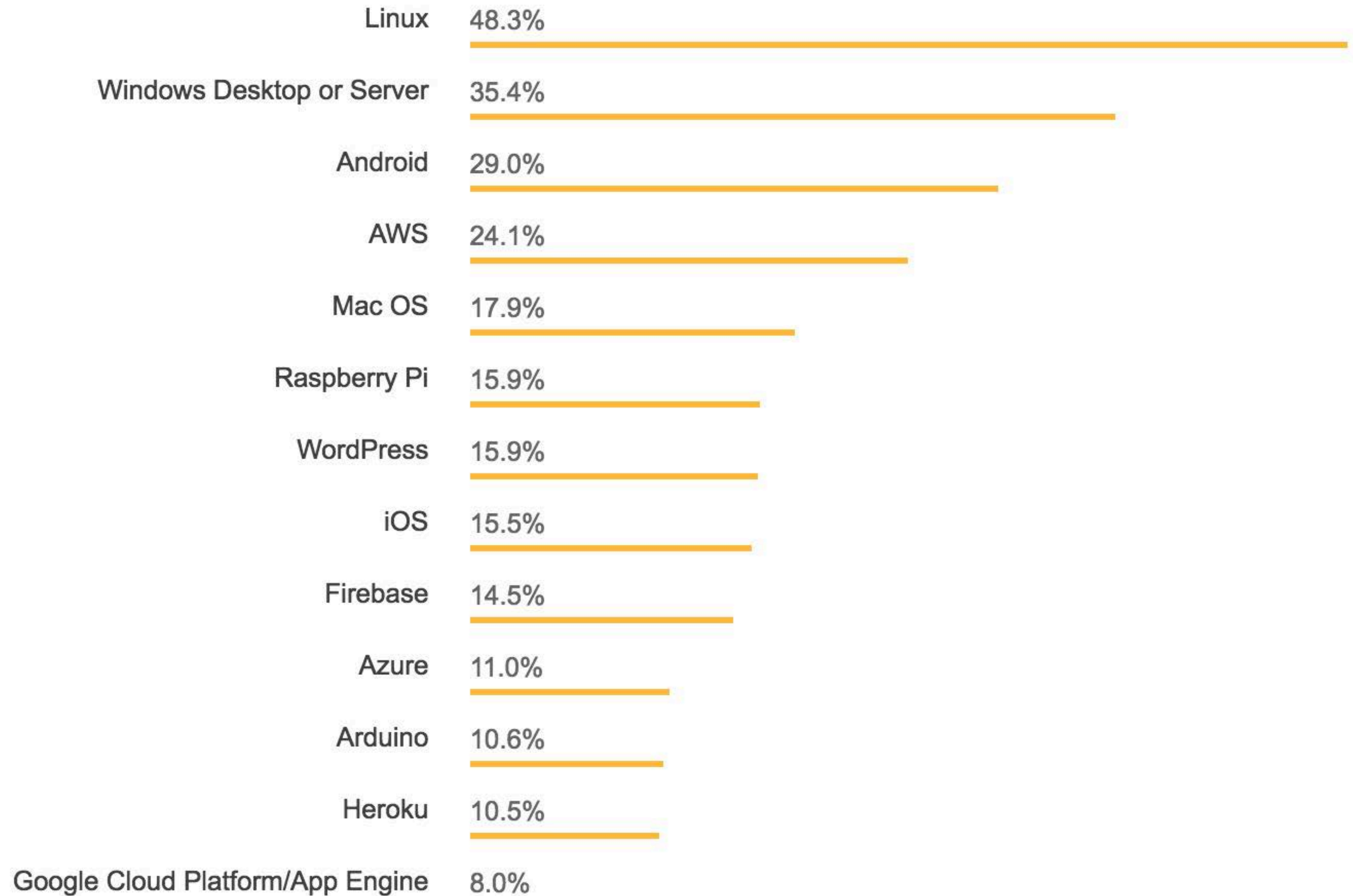


# PLATFORMS

## Platforms

All Respondents

Professional Developers





# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* DEVELOPERS MOSTLY USE MAC

*2* DEVELOPERS HATE TALKING TO SALES

*3* DEVELOPERS LOVE OUR SITE/DOCS



# ASSUMPTIONS

---

*ARE SILLY*

1 DEVELOPERS MOSTLY USE MAC

PROBABLY NOT

2 DEVELOPERS HATE TALKING TO SALES

1 OF 10 DEVELOPERS TALKS TO  
SALES OR SUPPORT

3 DEVELOPERS LOVE OUR SITE/DOCS

CHECK ACCESSIBILITY ->

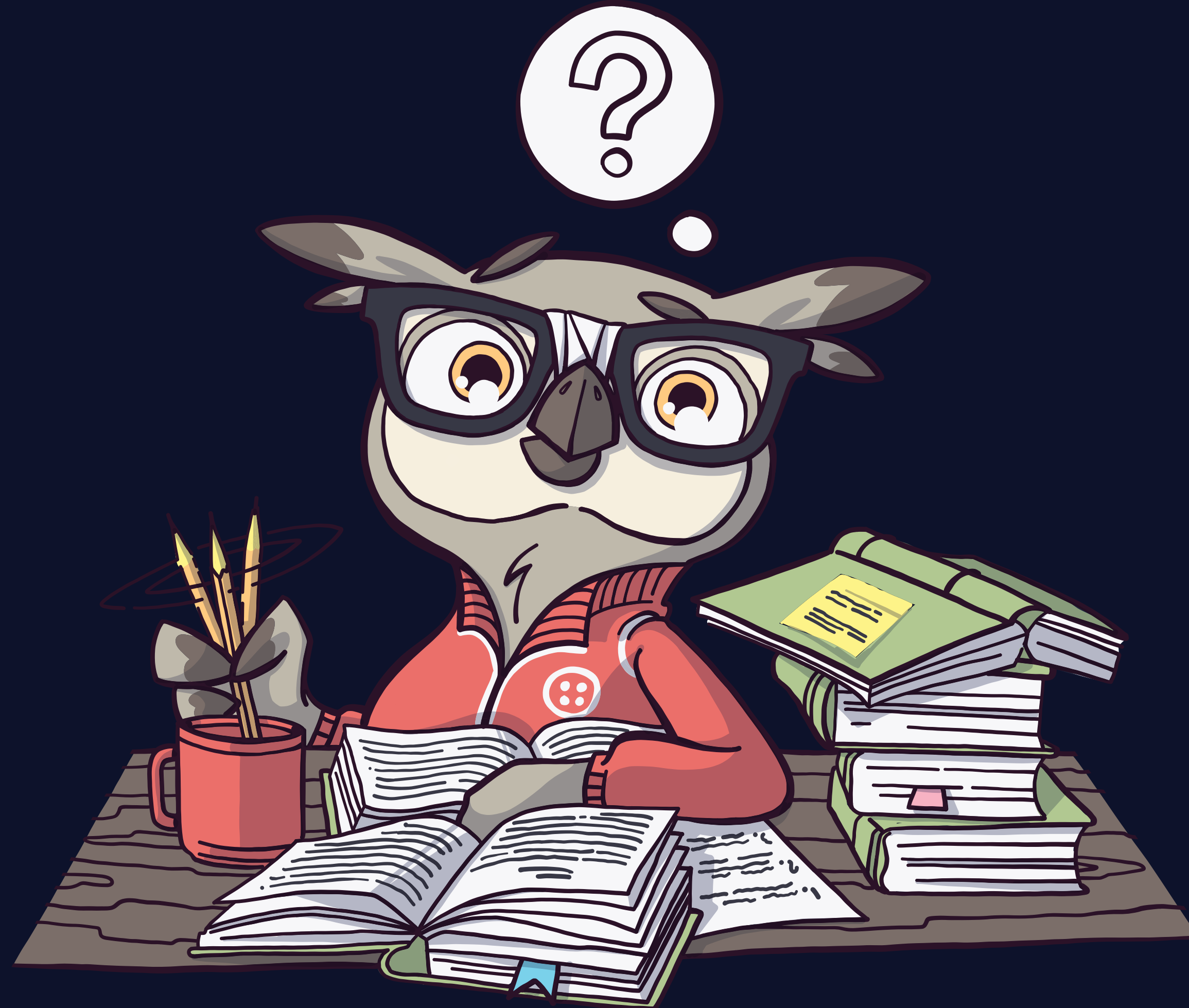
[HTTP://WAVE.WEBAIM.ORG](http://wave.webaim.org)





CAN THEY USE YOUR PRODUCT?





# CAN DEVELOPERS UNDERSTAND YOUR CONTENT?



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* COLLEGE EDUCATED

*2* ENGLISH SPEAKING

*3* ON DESKTOP



# BOUNCE RATE / LANGUAGE

*26% higher for portugese*

# PAGES PER SESSION / LANGUAGE

*50% lower for portugese*



# ASSUMPTIONS

---

*ARE SILLY*

*1* COLLEGE EDUCATED

31% ARE NOT

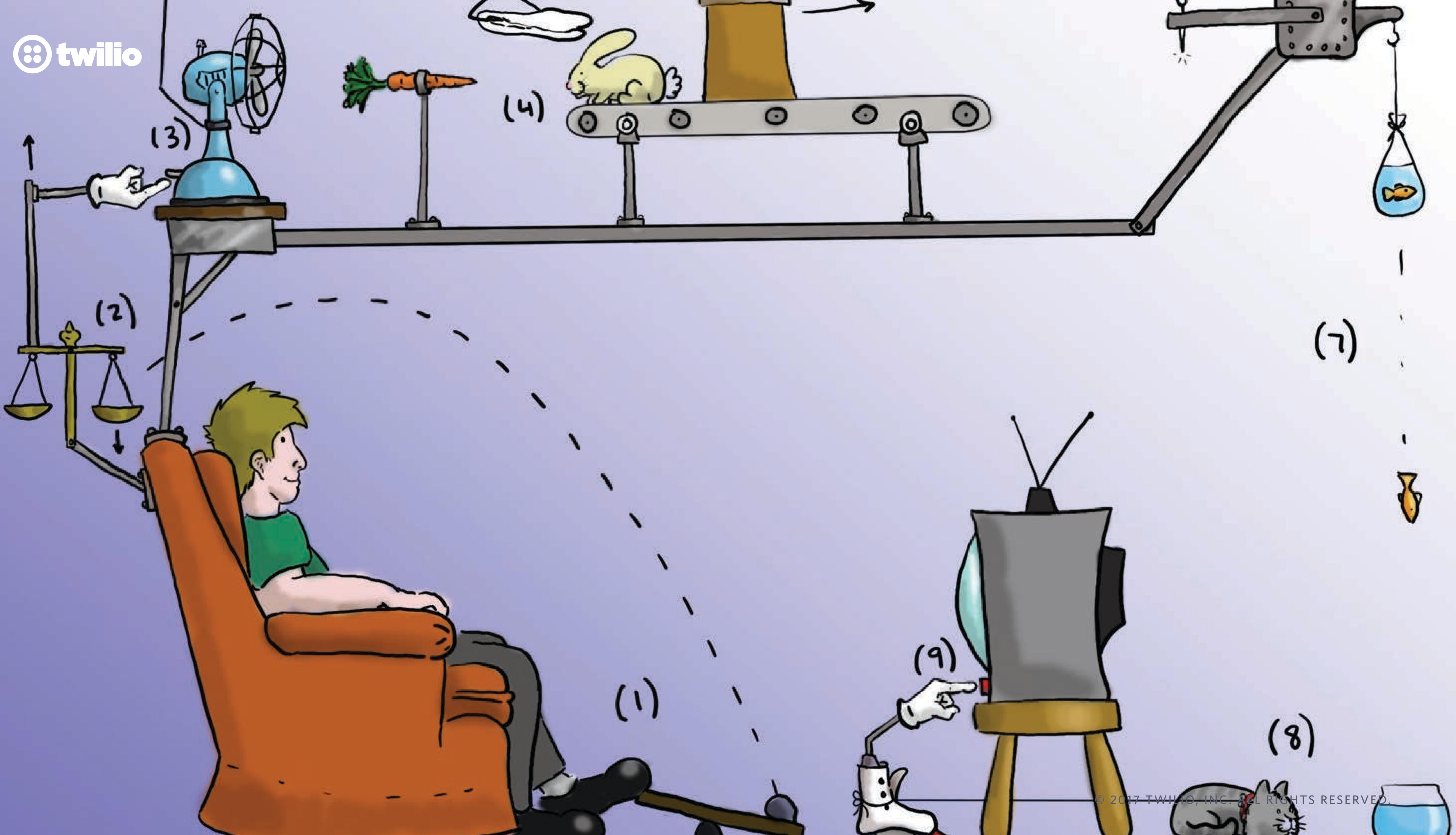
*2* ENGLISH SPEAKING

30% DO NOT SPEAK ENGLISH

*3* ON DESKTOP

1 OUT OF 5 ON MOBILE



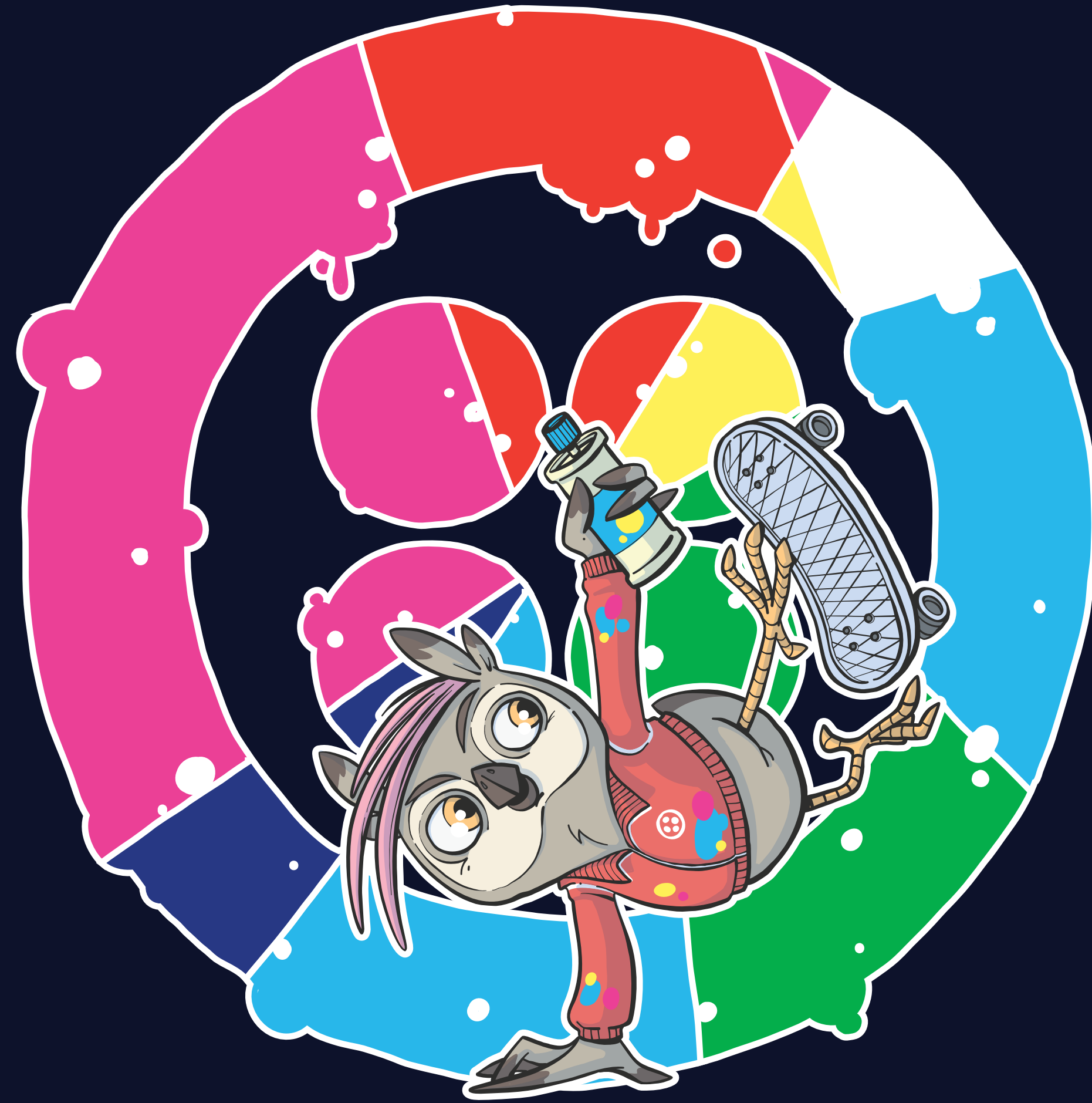






CAN THEY UNDERSTAND YOUR CONTENT?





DO DEVELOPERS RESPOND TO YOUR BRAND?



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* WORK IN TECH

*2* LIFESTYLE DEVELOPERS



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* WORK IN TECH  
73% DO NOT

*2* LIFESTYLE DEVELOPERS  
85% GO OUTSIDE  
64% HAVE NEVER SKIPPED A MEAL  
54% HAVE NEVER CONTRIBUTED TO  
LOSS

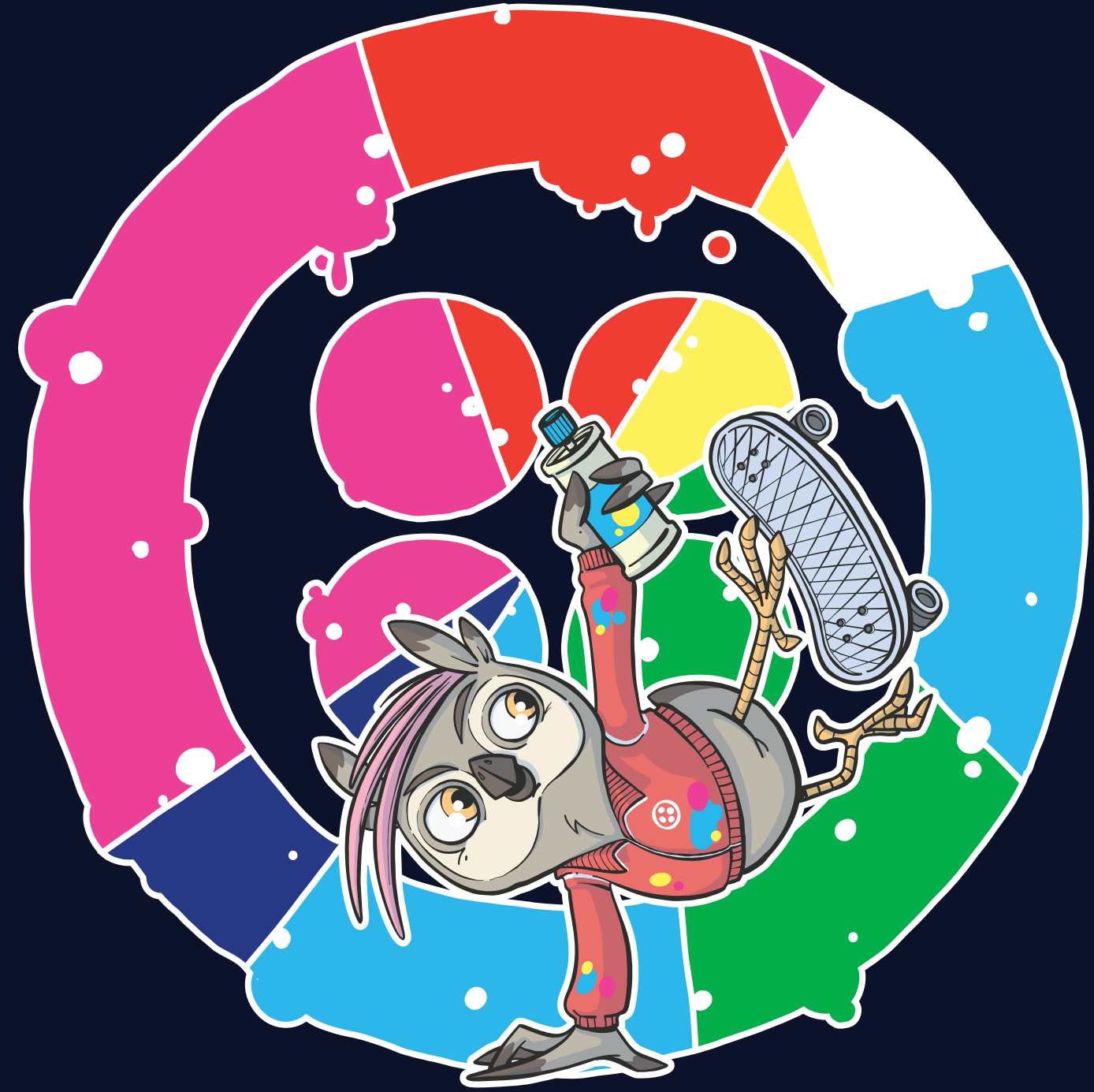
# BRAND SURVEY

*How many developers know you?*

# EVENT SURVEY

*95% willing to fill out survey for t-shirt*







ARE THEY WHAT YOU EXPECTED?



ARE DEVELOPERS SHOWING  
UP TO MEET YOU?



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* IF WE BUILD IT... THEY WILL COME

*2* SAN FRANCISCO IS A GREAT CITY



# AGE OF USERS / YOY

*global developer is aging. 85% over 40 have kids*

# SURVEY PEOPLE AFTER IMPLEMENTATION

*otherwise you're target developer might be missing*

# AGE

<input checked="" type="checkbox"/>	3.	18-24			
		<b>% Change</b>	<b>-6.48%</b>	<b>-2.76%</b>	<b>-5</b>
<input checked="" type="checkbox"/>	4.	45-54			
		<b>% Change</b>	<b>14.89%</b>	<b>22.04%</b>	<b>5</b>
<input checked="" type="checkbox"/>	5.	55-64			
		<b>% Change</b>	<b>42.55%</b>	<b>52.99%</b>	<b>22</b>
<input checked="" type="checkbox"/>	6.	65+			
		<b>% Change</b>	<b>59.71%</b>	<b>71.56%</b>	<b>47</b>



# ASSUMPTIONS

---

*YOU MIGHT HAVE*

*1* IF WE BUILD IT... THEY WILL COME  
WHAT AREN'T WE BUILDING?

*2* SAN FRANCISCO IS A GREAT CITY  
IT'S NOT :)

♥ Kelley Robinson and 2 others liked



**API City Conference** @APICityConf · Sep 22

#APICity2018 Fun Fact: We will have Live Captioning on the Main Stage for the entirety of the event, **sponsored** by [@twilio](#)

Thank you [@Twilio](#) for sponsoring this!







ARE THEY SHOWING UP?



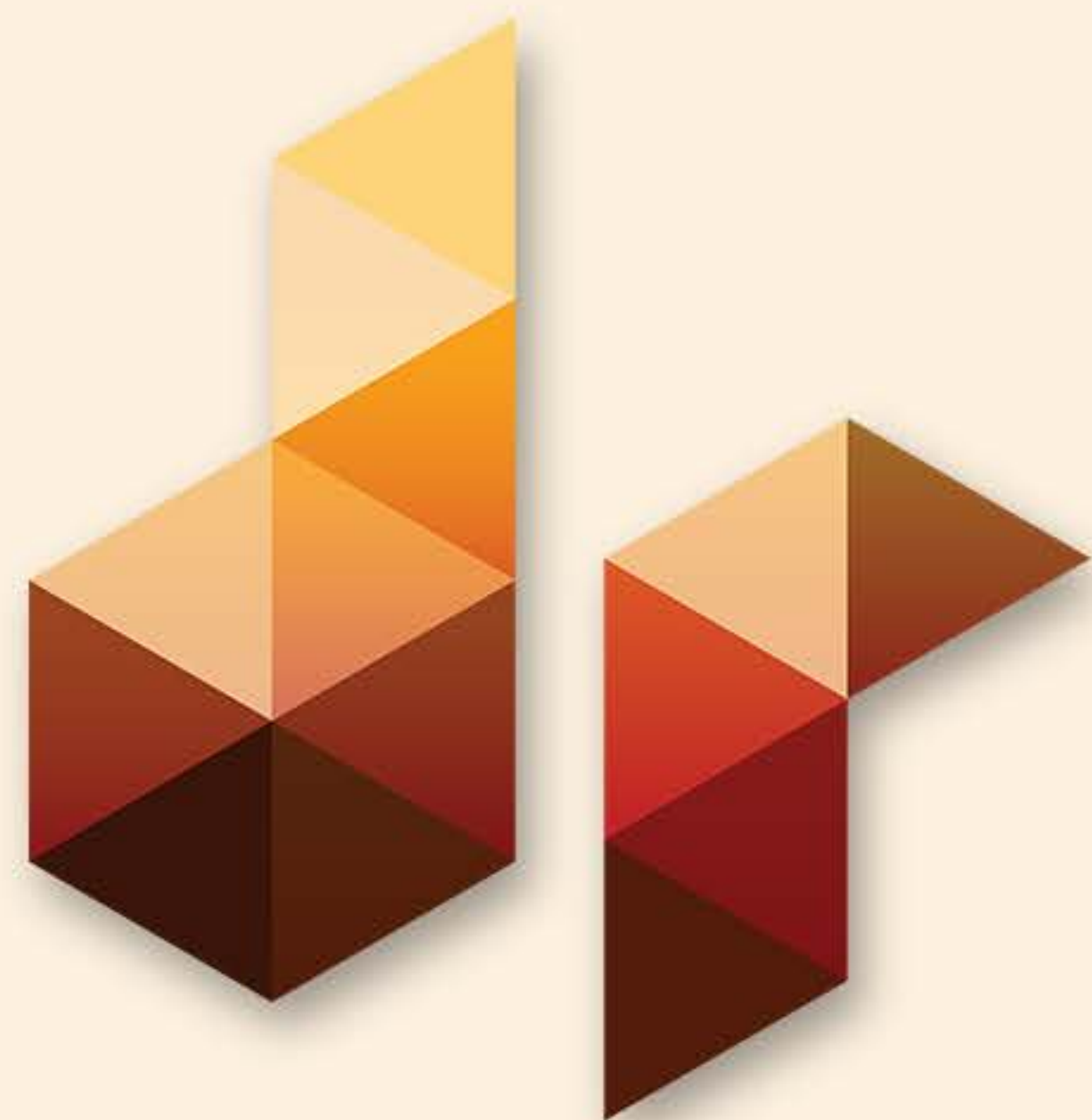
QUESTIONS?



THANK YOU!

@JREYESDEV





# Dev Rel Summit

*2018 - Singapore*



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PLAYER 1

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TOP SCORE

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TM

PRESS ENTER TO START