

Company: Applause
Company Description: Applause is the world leader in testing and digital quality, partnering with the world’s greatest brands to ensure that their digital assets and experiences are of the highest quality and work as intended. 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.
Nomination Category: Company / Organization Categories
Nomination Sub Category: Company of the Year - Computer Software - Large
Nomination Title: Applause



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

N/A

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 187 words used.

Applause is the world leader in digital quality – built by innovators, powered by people and dedicated to the comprehensive digital testing and feedback needs of our global enterprise customers. Our fully managed solutions harness a powerful combination of crowdsourced testing and advanced technology to ensure organizations can move quickly to release apps, devices and experiences that are consistently functional, intuitive and inclusive in any market.

Founded in 2007 as uTest, Applause pioneered crowdtesting and set out on a mission to be the release partner for all aspects of digital quality. Ten years later, the company was acquired by Vista Equity Partners and renamed Applause. Since then, crowdtesting has become the industry standard for comprehensive digital testing, and Applause has grown organically to achieve \$200 million in annual recurring revenue (ARR).

Applause is a remote-first, global organization based in Framingham, Massachusetts with customers spanning industries and testing needs, including accessibility, AI and payment testing, localization, user experience research and more. We’re proud to be an essential partner to the most innovative names in the digital economy, as we work together to ensure technology works for everyone, everywhere.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 242 words used.

Throughout 2023 and 2024, Applause continued to raise the bar for digital quality by adding and expanding customer and strategic partnerships, and solidified its leadership in the fast-evolving AI testing market, among other high-demand testing areas such as accessibility and digital payments. Specific achievements included:

- Surpassed \$200 million in annual recurring revenue in 2024
- Achieved a Net Promoter Score (NPS) of 69 in 2024 (the B2B Software & SaaS average is 40)
- Expanded accessibility testing and inclusive design partnerships with brand leaders Cisco and Microsoft, respectively
- Participated in the first phase of the Open Loop U.S. program on Generative AI Risk Management, exploring AI red-teaming and synthetic content risk mitigation alongside 39 other companies
- Selected by global enterprises like AllTrails, Apple’s 2023 iPhone App of the Year winner, and dozens of other industry leaders as their partner for authentic, real-world assessments of their digital offerings
- Announced strategic partnerships with IBM and Cognizant, speeding expansion into new markets
- Reinforced our status as a thought leader with the 2024 State of Digital Quality Report, which explored the most common quality issues and effective solutions based on the analysis of 200,000+ defects spanning accessibility, AI, digital payments, functional testing, UX and localization
- Surveyed 6,300 consumers, software developers and QA testers on their usage and opinion of generative AI, revealing enthusiasm while concerns about bias persist
- Gained recognition from business and industry leaders for advancements in software testing, inclusive design and corporate culture

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 133 words used.

Our successes are both significant and unique because of our organic approach, driven by a lean, passionate team of experts with access to the world’s largest, independent testing community – plus loyal customers that include top brands from around the world. Unlike other software testing providers, our community’s breadth, depth and diversity allow us to tackle the most complex and unique digital testing challenges, at a time when technology is evolving fast – and reliability and safety are top of mind for consumers. We are attuned to effective methodologies and best practices spanning digital accessibility, AI, digital payments, localization, user experience and more – and have data to continuously improve and provide effective thought leadership to the industry. We continue to exceed performance expectations while satisfying customers and breaking ground in new markets.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 91 words used.

The following links provide more context for our achievements through data, storytelling and testimonials.

- The Applause Difference: <https://www.applause.com/the-applause-difference>
- Collaboration Without Limits: Applause & Cisco Video Case Study: <https://www.applause.com/resources/case-studies/cisco-accessibility-case-study/vide>
- Microsoft Champions Inclusivity With Applause Video Case Study: <https://www.applause.com/resources/case-studies/microsoft-applause/video>
- State of Digital Quality Report: <https://www.applause.com/state-of-digital-quality-2025/>
- Applause 2025 AI Survey Results: <https://www.applause.com/press-release/applause-2025-ai-survey/>
- Applause Newsroom: <https://www.applause.com/newsroom>
- Applause Blog: <https://www.applause.com/blog>
- We Are Applause Video: <https://applause.wistia.com/medias/0sxiqh1891>
- Applause Crowdtesting Video: <https://applause.wistia.com/medias/6v71z8i98j>

Attachments/Videos/Links:

[Applause](#)

[REDACTED FOR PUBLICATION]