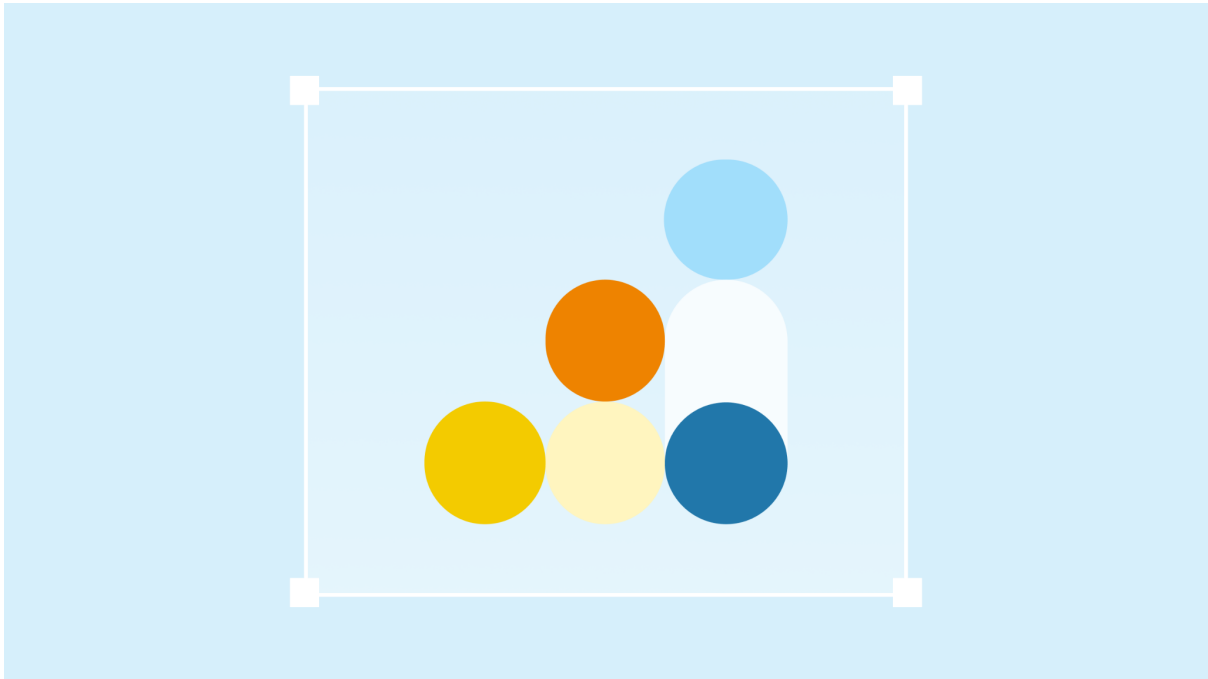


# Introducing Bubble Agency Tiers



In the ten years since Bubble entered the world of no-code, we've witnessed the birth of a vibrant, booming industry of professional Bubble Developers building apps on our platform for paying clients. Bubble wouldn't be where it is without you, and in gratitude, we're excited to publicly recognize our most engaged, productive Bubble agencies – whether you are one developer or a team of 100 – in the hopes that it helps you win more business and attract even more top-quality no-code talent.

Alongside the Bubble Developer Certification and our new profile pages, we're launching **three official agency tiers** – gold, silver, and bronze – so that prospects searching our directory for high-quality development talent can identify our top partners more easily. Each tier also comes with a unique set of benefits designed to reward those who've reached that level (and encourage others to reach for it, too).

This is just the beginning of our plans to better support our community of professional Bubble Developers, and we hope you're as eager for the future as we are!

# Agency tier rewards

We're excited to reward **everyone with active Agency plans** as of June 27, 2023, either bronze, silver, or gold tiers and the following benefits through September 30, 2023. (After that, you'll need to meet the requirements listed in the next section to maintain your tier.)

Benefits	Gold	Silver	Bronze	New & non-tiered agencies
Access to Bubble's RFP system for client leads	Yes	Yes	Yes	Yes
<b>NEW:</b> Unique agency profile page	Yes	Yes	Yes	Yes
<b>NEW:</b> Prioritized positioning in the agency directory	First	Second	Third	-
<b>NEW:</b> Access to our Partnerships team for program feedback	Dedicated contact	Dedicated contact	General access	-
<b>NEW:</b> Enablement materials to help you pitch Bubble to your clients	Custom	Standard	Standard	-
<b>NEW:</b> Business reviews to help you strategize and grow	Yes	-	-	-

New agencies that join after June 27, 2023, will not be eligible for a tier until we begin quarterly assessments at the end of September 2023. That said, new agencies that grow quickly in the third quarter of 2023 may be eligible for an expedited tier assignment.

# Agency tier criteria

We know that there are a lot of different aspects that factor into what makes a Bubble agency excellent at their jobs. To start, we’ve assigned your starting tier based on the data we currently measure – value generated in the Bubble ecosystem, as described below – but we’ll also be incorporating client satisfaction (NPS) and expertise (percentage of Bubble-Certified Developers) beginning in 2024.

The tier you’ve been assigned today will stay in place through September 30, 2023. After that, we’ll re-review existing agencies and assign tiers to new agencies based on annualized value. Then, starting in 2024, we’ll review all agencies on a quarterly basis using the full criteria in the following table. If your tier changes, we’ll notify you via email and detail what it means for your agency.

Requirements	Gold	Silver	Bronze
Annualized value generated in the Bubble ecosystem	\$50,000+	\$10,000–\$49,999	\$1–\$9,999
Average client satisfaction (NPS)	70+	60+	50+
Percentage of Bubble-Certified Developers	75%	90%	100%

## ANNUALIZED VALUE GENERATED IN THE BUBBLE ECOSYSTEM

This metric represents a blended measure of the various ways your agency contributes value to Bubble and Bubble’s users. It includes:

- The annual subscription revenue Bubble earns from apps you’ve transferred to clients

- The annual sales you generate from templates, plugins, and other marketplace listings
- The number of seats you have in your agency plan

**Note:** These metrics refer only to revenue visible to Bubble. You will not be asked to report your revenue or share information about your pricing structure.

#### AVERAGE CLIENT SATISFACTION (NPS)

When you transfer an app to a client or work as a collaborator on their app, we'll ask them for a [net promoter score](#). When we assess tiers each quarter, we'll consider your average NPS score over the most recent quarter. This metric is intended to measure **client satisfaction**.

#### PERCENTAGE OF BUBBLE-CERTIFIED DEVELOPERS

The official Bubble Developer Certification is launching in 2023; we will track the average percentage of an agency's developers (who hold seats on the agency plan) who are Bubble-Certified Developers each quarter, starting in 2024. This metric is intended to measure **expertise**.

**Note:** You may notice that the percentage required for the gold tier is lower than that required for silver, which is lower than that required for bronze. We recognize that the most productive Bubble agencies often have seats for people serving in supporting roles, those who are still in training, or new hires who have not yet become certified.

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We hope you're as excited about this program as we are. If you have any questions or need to get in touch with our team, email us at [partnerships@bubble.io](mailto:partnerships@bubble.io).