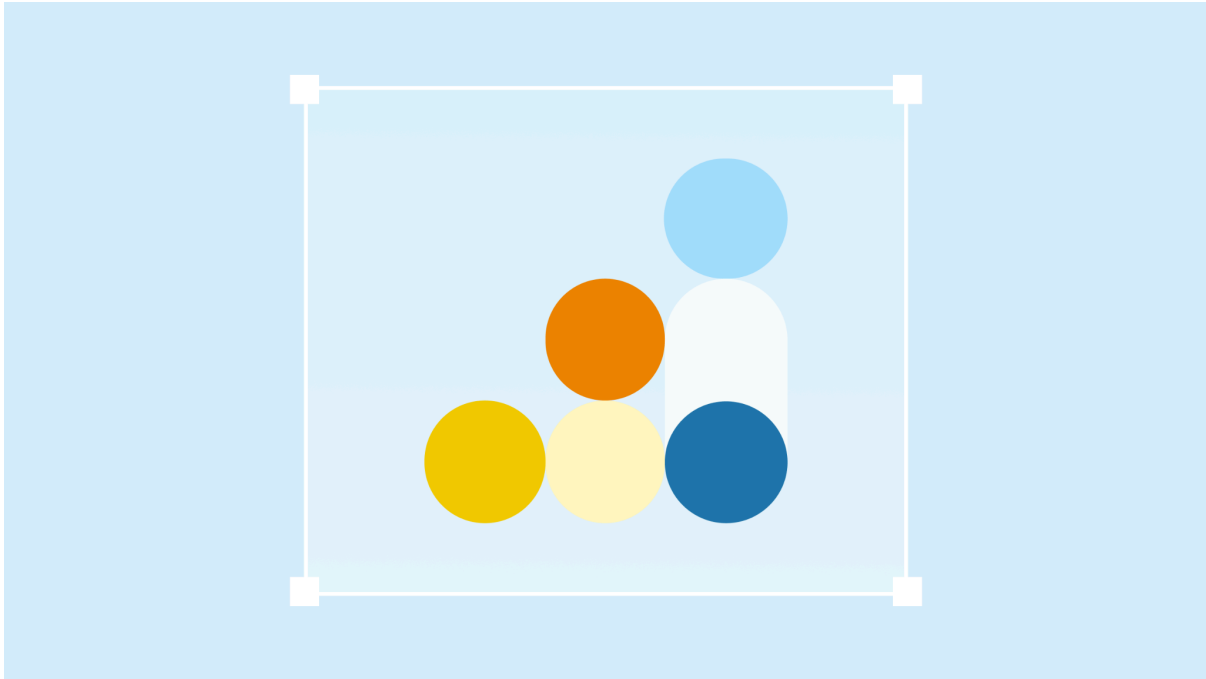.bubble

# About Bubble Agency Tiers

Updated: August 1, 2024



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.

In June 2023, we launched **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).

We're excited to continue to better support our community of professional Bubble Developers, and we hope you're as eager for the future as we are!

# Agency tier benefits

| | Gold | Silver | Bronze | New Agencies |
|---|---|---|---|---|
| **General** | | | | |
| Unique agency profile page | ✔ | ✔ | ✔ | ✔ |
| Access to Bubble's Hire a Developer Portal for client leads | ✔ | ✔ | ✔ | - |
| Prioritized positioning in the agency directory | First | Second | Third | Fourth |
| **Support & Enablement** | | | | |
| Access to our Partnerships team for program feedback | Dedicated contact | General access | General access | - |
| Enablement materials to help you pitch Bubble to your clients | ✔ | ✔ | ✔ | - |
| Quarterly business reviews to help you strategize and grow | ✔ | - | - | - |
| **Sales** | | | | |
| Access to Enterprise revenue share program* | ✔ | - | - | - |
| Enterprise revenue share program referral fees* | 15-20% depending on contract value | - | - | - |
| **Additional Benefits** | | | | |
| Ability to get featured on partner expert networks* | ✔ | ✔ | ✔ | - |

*for more information, please reach out to partnerships@bubble.io

# Agency tier criteria

The tier you've been assigned will stay in place for one quarter (three months). After that, we'll re-review existing agencies and assign tiers to new agencies that joined during the three-month period.

We 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.

If you are a new agency looking to get tiered, you must first submit your account to be listed in your agency settings. New submissions are reviewed on a monthly basis. For more details, please read through our FAQ.

| | Gold | Silver | Bronze |
|---|---|---|---|
| **Requirements** | | | |
| Annualized value generated in the Bubble ecosystem | $50,000+* | $10,000–$49,999 | $1–$9,999 |
| Number of transitioned apps in the Bubble ecosystem | 15+ | - | - |
| Percentage of Bubble-Certified Developers | 60% | 70% | 100% |
| (Q4'24) Average client satisfaction (CSAT) | n/a** | n/a** | n/a** |

*more details on gold tier requirements below
**updated CSAT requirements will be announced in Q4 2024

**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:

- **Self-Serve App Revenue:** We calculate this figure by annualizing the monthly recurring revenue of apps developed by agencies or where agencies have been collaborators for 50+ days. If an app involves multiple agencies meeting this criteria, the revenue is split equally among them.
- **Enterprise App Revenue:** We calculate this figure by taking 25% of the annual contract value of enterprise apps developed by agencies or where agencies have been collaborators for 50+ days. For instance, a $50,000 annual contract would result in $12,500 being attributed to your agency. If an app on an enterprise plan involves multiple agencies meeting the criteria, the revenue is split equally among them.
- **Agency Account Revenue:** We calculate this figure based on the number of seats an agency was billed for monthly as of yesterday and multiplied it by twelve to arrive at an annualized contribution.
- **Marketplace Revenue:** We calculate this figure based on an agency's contributions to the marketplace. This captures Bubble's revenue share (25%) of the agency's one-time and recurring charges over the past 12 months.

**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.

**NUMBER OF TRANSITIONED APPS IN THE BUBBLE ECOSYSTEM**

This metric captures the number of apps your agency has built and transitioned to clients. We expect our gold tier partners to be experienced and therefore require a minimum of 15 apps transferred in order to qualify for the tier.

**AVERAGE CLIENT SATISFACTION (CSAT)**

When you transfer an app to a client or work as a collaborator on their app, we'll ask them for a customer satisfaction score (CSAT) on a scale of 1 to 5. When we assess tiers each quarter, we'll consider your average CSAT score over the most recent quarter. This metric is intended to measure client satisfaction.

**PERCENTAGE OF BUBBLE-CERTIFIED DEVELOPERS**

We launched the official Bubble Developer Certification in 2023 and track the average percentage of an agency's developers (who hold seats on the agency plan) who are Bubble-Certified Developers each quarter. 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 larger Bubble agencies often have seats for junior developers who are still in training, or new hires who have not yet become certified.

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If you have any questions or need to get in touch with our team, email us at partnerships@bubble.io.