

Agency Tiers & Benefits

Updated: July 1, 2025



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	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*	20%	15%	10%	-
Additional Benefits				
Ability to get featured on partner expert networks	✓	✓	✓	-

*more information outlined in the **Enterprise Revenue Share Program** section below

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 (L12M)	\$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%
(Q2'25) Average client satisfaction (CSAT)	n/a*	n/a*	n/a*

*updated CSAT requirements will be announced in Q4 2025

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 and looks at applications your agency has worked on over the past 12 months (made edits in the apps). 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.

REVENUE DISTRIBUTION REQUIREMENT FOR GOLD TIER

To qualify for Gold tier, agencies must demonstrate substantial client-generated revenue. The standard threshold for Gold tier is \$50,000+ in total annualized value. However:

If Agency Account Revenue (seat subscriptions) represents 30% or more of an agency's total annualized value, then the remaining revenue (from client work, marketplace contributions, etc.) must independently meet or exceed \$50,000.

For example:

- An agency with \$70,000 total revenue where \$20,000 (29%) comes from Agency Account Revenue qualifies for Gold tier based on total revenue.
- An agency with \$70,000 total revenue where \$25,000 (36%) comes from Agency Account Revenue would need to demonstrate at least \$50,000 in non-seat revenue, which they don't have (\$45,000), so they would remain at Silver tier.

This ensures that when agencies have a significant portion of revenue from their own subscriptions, they still demonstrate substantial client business to qualify for Gold tier status.

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.

Enterprise revenue share program

We're thrilled to announce that all tiered agency partners can now earn revenue by referring enterprise clients to Bubble.

How much revenue can I earn?

Agencies that refer enterprise clients to our Sales team will receive a percentage of the first-year contract value if the deal closes within six months of the referral. The revenue share percentage is different by agency tier:

- Gold: 20%
- Silver: 15%
- Bronze: 10%

How do I participate?

You must sign an official revenue share agreement in order to start receiving payouts. If you are interested, [please complete this intake form](#) and we will send you the agreement.

How do I submit a referral?

All referrals must be made via the [Contact Sales form](#) – enter the client’s information and details about the opportunity and submit the form. From there, a member of our team will review the submission and you will be notified via email within five business days if your referral is approved.

What is a qualified referral?

In order to qualify for revenue share, the deal must:

1. Be a net new enterprise client OR an upsell of an existing client
2. Close within six months of the referral

What is Bubble’s enterprise plan all about?

You can find more information about Bubble’s enterprise plan and associated benefits for your clients [here](#).

How is the revenue share calculated?

Revenue share is calculated based on the annual contract value of enterprise plans for the first 12 months of each contract. Payments are determined based on the total eligible amount paid by the end customer in that quarter and will be processed on an off-cycle quarterly basis during the last two weeks of January, April, July, and October.

Note: Agencies will receive the revenue share associated with their agency tier at the time of referral.

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