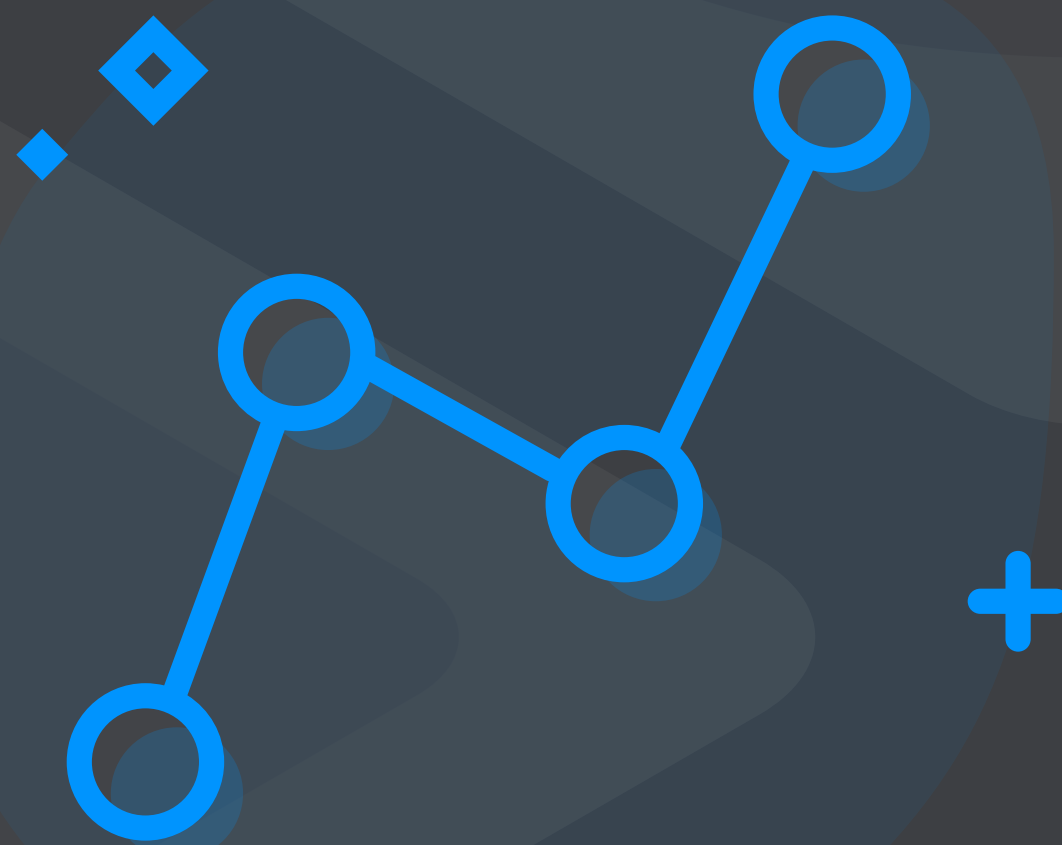# Insights to Impact:

5 Takeaways from the
Stack Overflow Developer Survey
for B2B Tech Marketers

For almost a decade, Stack Overflow's annual Developer Survey has been **the largest survey** of developers and technologists **worldwide.**

Thousands of users participate each year and the results provide us with a window into **how they learn and level up, which tools they're using, and what they want.**

In this eBook, we'll explore five key insights from the survey over the past two years and share how B2B Tech marketers can use these learnings to inform their marketing and advertising strategies.
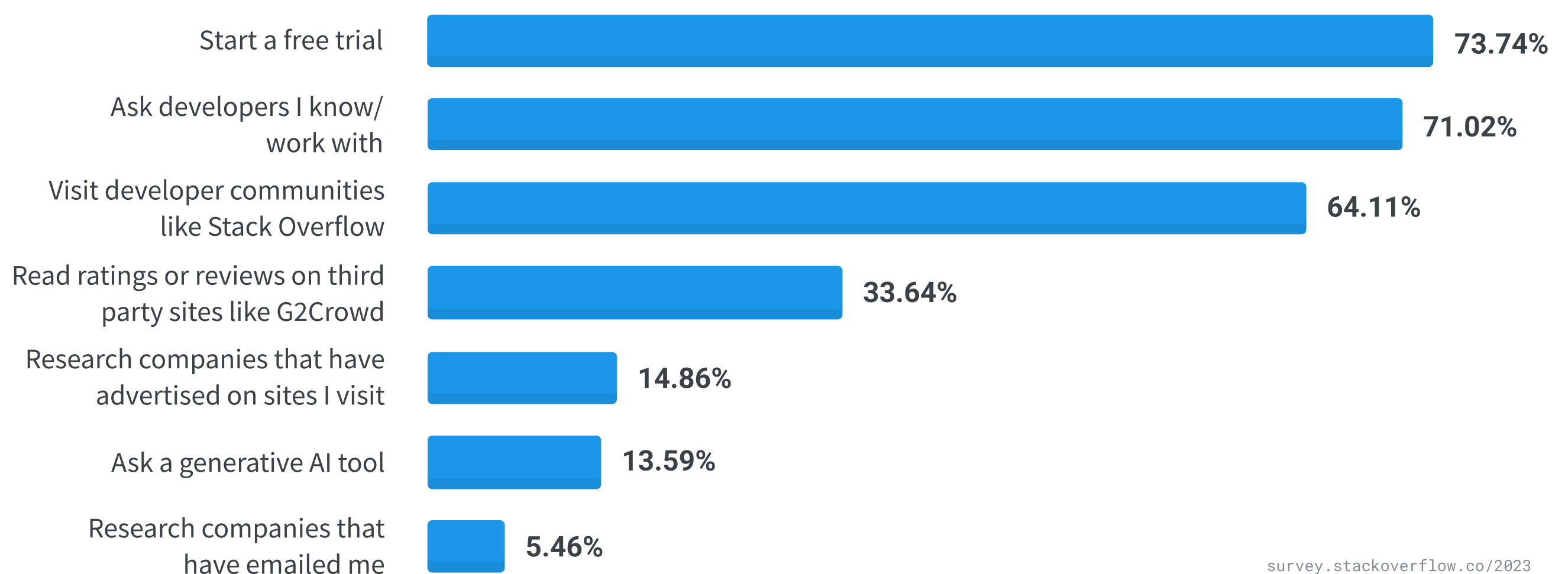
These key insights include:

○ How often developers visit and engage with Stack Overflow

○ What technologies do developers admire and desire most

○ How developers describe their current work situations

○ How their roles and responsibilities are defined

○ What best describes the code developers write outside of work

How do developers research and discover new tools and technologies?

Technology moves fast and developers and technologists like to stay current. But how do they find the right tool or service for the problem at hand?

In this year's survey, starting a free trial is the most common way to evaluate new tools and is up 2% among all respondents from last year. Developers also lean into their networks and communities as they research, with almost 68% asking technologists they know or work with and 63% visiting communities like Stack Overflow.

Start a free trial	73.74%
Ask developers I know/ work with	71.02%
Visit developer communities like Stack Overflow	64.11%
Read ratings or reviews on third party sites like G2Crowd	33.64%
Research companies that have advertised on sites I visit	14.86%
Ask a generative AI tool	13.59%
Research companies that have emailed me	5.46%

survey.stackoverflow.co/2023

Takeaways for Marketers

Developers like to try before they buy. Be sure to extend a free trial of your tool or service so they can experience your product for themselves. Tout the free trial as a call to action across your marketing channels, including your website, ad creative, landing pages, emails, and social media posts.

A little FOMO can be quite motivating. Be sure to incorporate testimonials, case studies, ratings and reviews as social proof points on your website, landing pages, and social media channels.
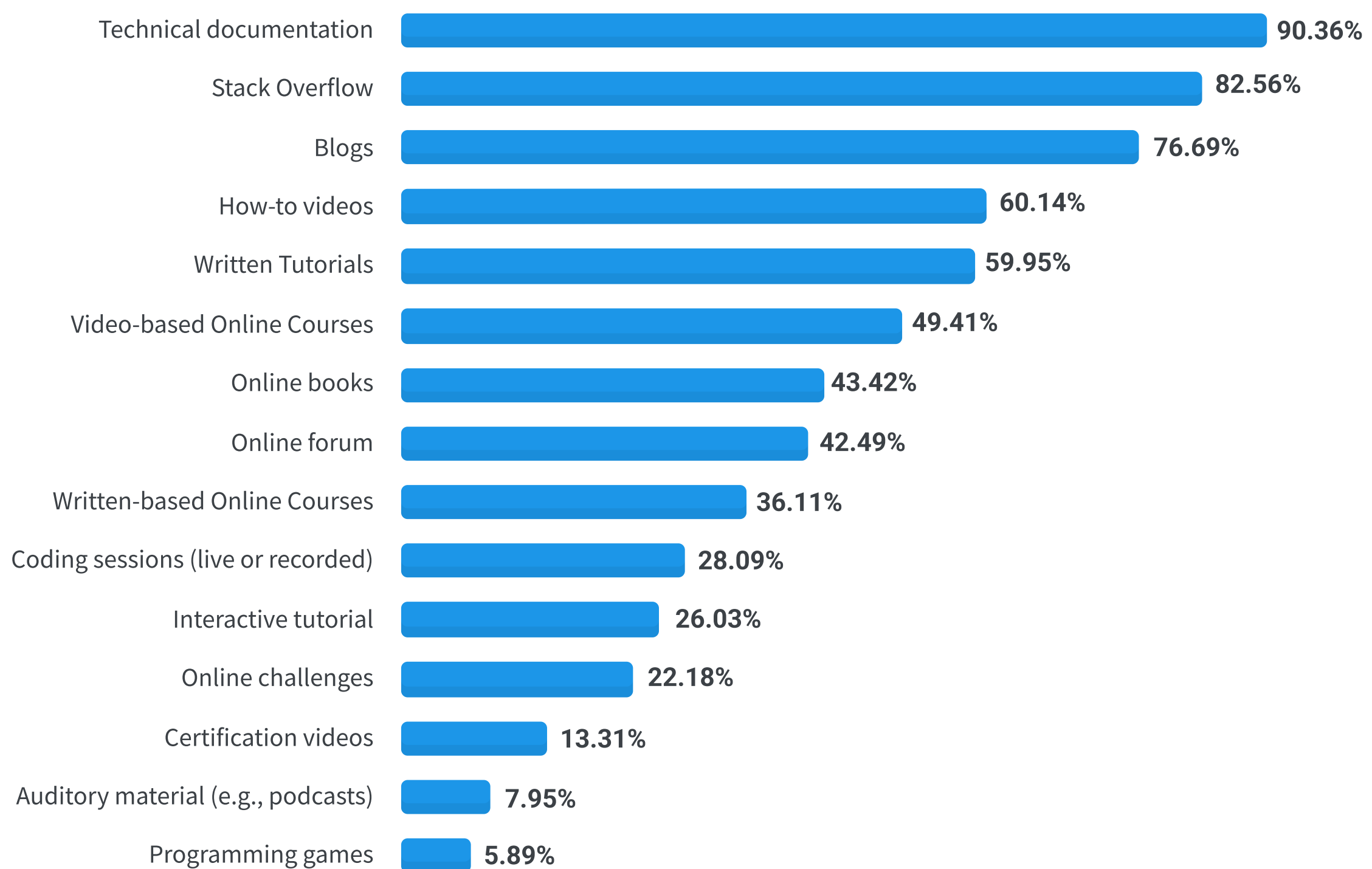
With millions of developers and technologists visiting Stack Overflow and our Tech Stack Exchange sites each month, you can get a real-time snapshot of the tools and technologies popular with users. Each question asked on the site includes between one and five Topic Tags to help categorize that content. As a marketer, you can run advertising campaigns targeting tags that are relevant to your products and drive awareness and conversions among a cohort that is already invested in your tech stack.

Our Developer Survey also highlights the technologies developers admire and desire. This can provide a view into the tools and services developers are interested in right now, the competitive landscape, and complementary technologies to consider for future integrations or partner programs.

What online resources do developers turn to when they're learning how to code?

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With technology continuously changing, learning is a constant for developers. According to our survey, developers teach themselves to code in a variety of ways. From written material to a variety of video formats, books, and courses - there's no one size fits all approach.

Resource	Percentage
Technical documentation	90.36%
Stack Overflow	82.56%
Blogs	76.69%
How-to videos	60.14%
Written Tutorials	59.95%
Video-based Online Courses	49.41%
Online books	43.42%
Online forum	42.49%
Written-based Online Courses	36.11%
Coding sessions (live or recorded)	28.09%
Interactive tutorial	26.03%
Online challenges	22.18%
Certification videos	13.31%
Auditory material (e.g., podcasts)	7.95%
Programming games	5.89%

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Takeaways for Marketers

As B2B marketers, it's common to rely on content formats like eBooks and white papers to fuel your demand generation programs. When your looking to reach and engage developers, take cues from how they like to learn and where they go to find information.

Because a developer will research your product or service first, offer content in a variety of different formats, including technical documentation, blog posts, how-to videos, and tutorials that span a developer's journey with your organization or product. And don't forget to optimize these resources for SEO so your content will be there when developers are searching for it.

92.5% of developers visit Stack Overflow at least weekly or a few times a month.

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How are developers and technologists influencing purchasing decisions within their organizations?

As companies accelerate their digital transformations and move workflows to the cloud, developers are on the front lines driving this change. This shift has evolved the traditional technology buying process too. Before, the technology deployed across an organization was determined by a predefined plan from centralized IT leadership. Now, demand for tools is frequently driven in a bottoms up fashion. In our survey this year, more than 80.87% of developers said that they investigate new technology purchases on their own instead of relying on a list provided to them.

This transformation is reinforced by our survey findings. Sixty-five percent of developers also shared that they have some, to a great deal of influence over technology purchases in their organizations.

I have some influence	**41.26%**
I have little or no influence	**34.99%**
I have a great deal of influence	**23.74%**

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There is a growing trend of the developer not just being key to the sale, but being the sale. I see us doubling down on this effort to get more self-starters.

Troy Blanchard
Senior Marketing Manager at Twilio

Takeaways for Marketers

Developers and technologists who function as individual contributors are becoming increasingly important as their influence in the technology buying process continues to grow. If you only focus your marketing efforts on traditional IT buyers, you could be missing out on significant sales opportunities. We can help you understand how to reach and engage developers and technologists, introducing them to your products and converting them to customers and advocates of your brand.

Twilio sees traffic to technical content more than double with Stack Overflow's Direct to Developer advertising solution. Read the Case Study

How do developers define their roles?

As technology continues to evolve and organizations across every industry undergo their own digital transformations, so do the roles and responsibilities of developers.

Full-stack, back-end, front-end, and desktop/enterprise app developers continue to account for the majority of all respondents. We asked about developer advocates for the first time this year—almost .3% classify themselves as this type of developer.

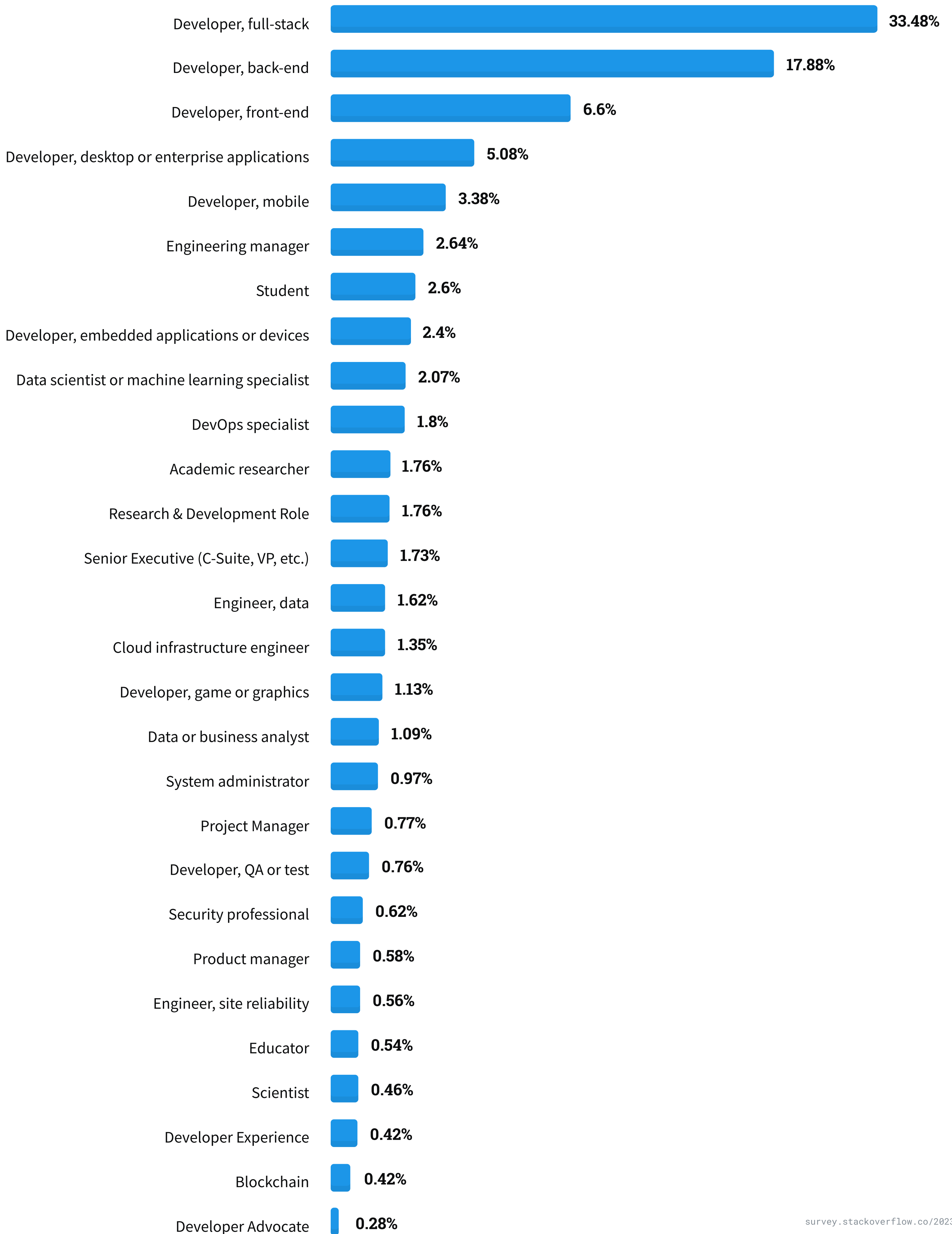**See graph on next page.**

Takeaways for Marketers

As developers' roles change, so should your marketing strategy and campaigns. Build personas for each developer role that will use and deploy your product and be involved in the decision-making process. This will help you to clearly address their specific day-to-day needs and challenges in your advertising campaigns and build trust with your prospects.

When you advertise to this audience, avoid the spray and pray approach. Ensure your advertising partners can help you reach the <u>developers and technologists</u> at the moment they're seeking a solution to a problem or challenge your product or service can address.

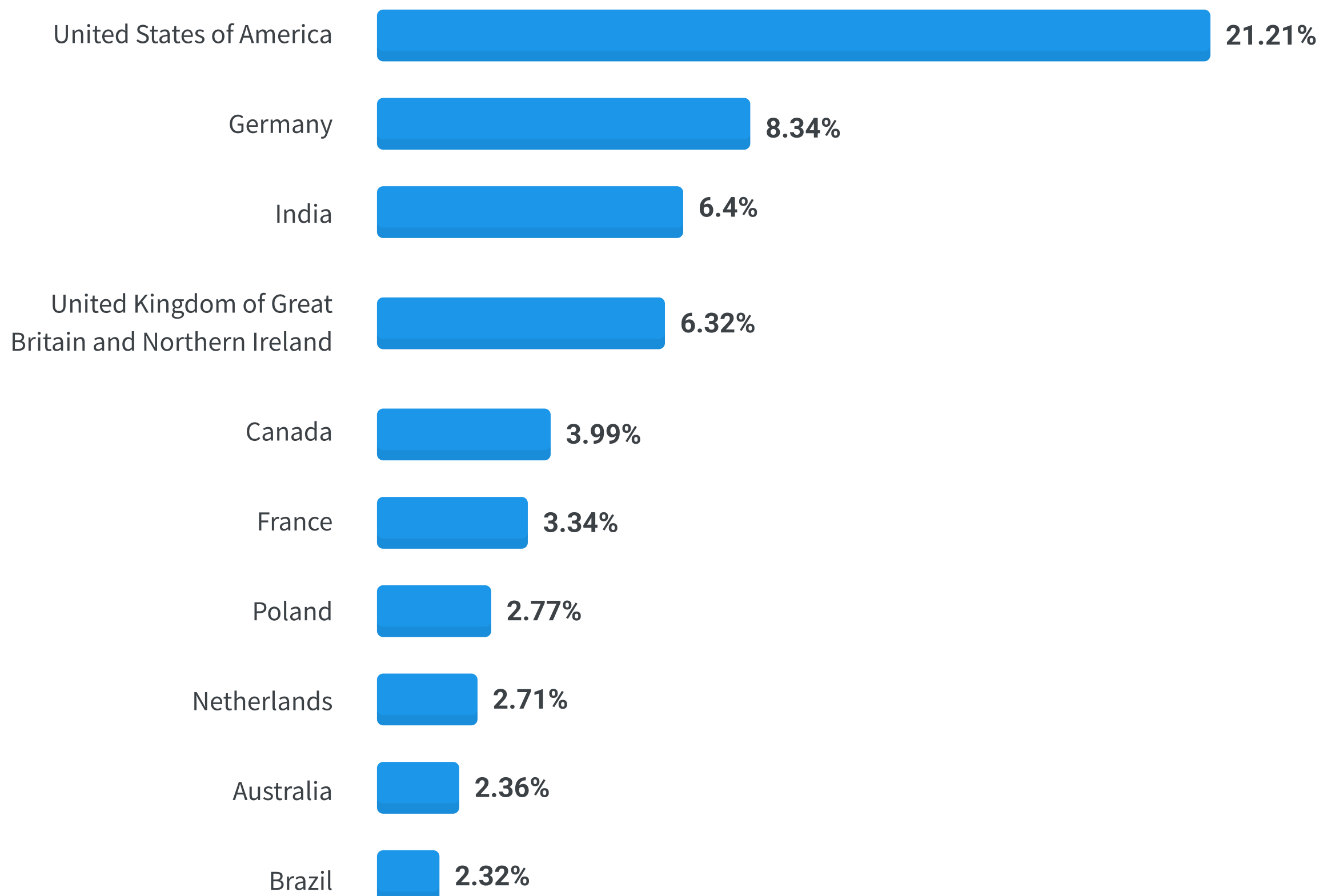# Which of the following describes your current job?

Please select all that apply.

Job	Percentage
Developer, full-stack	33.48%
Developer, back-end	17.88%
Developer, front-end	6.6%
Developer, desktop or enterprise applications	5.08%
Developer, mobile	3.38%
Engineering manager	2.64%
Student	2.6%
Developer, embedded applications or devices	2.4%
Data scientist or machine learning specialist	2.07%
DevOps specialist	1.8%
Academic researcher	1.76%
Research & Development Role	1.76%
Senior Executive (C-Suite, VP, etc.)	1.73%
Engineer, data	1.62%
Cloud infrastructure engineer	1.35%
Developer, game or graphics	1.13%
Data or business analyst	1.09%
System administrator	0.97%
Project Manager	0.77%
Developer, QA or test	0.76%
Security professional	0.62%
Product manager	0.58%
Engineer, site reliability	0.56%
Educator	0.54%
Scientist	0.46%
Developer Experience	0.42%
Blockchain	0.42%
Developer Advocate	0.28%

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ADVERTISING

Insight #5

Where are developers and technologists located?

Access to coding education is expanding as online programs and bootcamps grow, and technical work enables developers and technologists to learn and work from anywhere. According to this year's survey, more than 41% of developers work remotely.

From Brooklyn to Bangalore, from London to Lago, tech hubs can be found around the world. Here are the top 10 countries from this year's survey based on volume of respondents.

Country	Percentage
United States of America	21.21%
Germany	8.34%
India	6.4%
United Kingdom of Great Britain and Northern Ireland	6.32%
Canada	3.99%
France	3.34%
Poland	2.77%
Netherlands	2.71%
Australia	2.36%
Brazil	2.32%

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Takeaways for Marketers

Developers and technologists in today's organizations are no longer limited by ZIP code or time zone. Your marketing and advertising strategy shouldn't be either. Instead, focus on reaching the right audience - wherever they may be located around the globe.

Reach and engage developers and technologists with Stack Overflow Advertising

Ready to get started with your next advertising campaign? Turn to our experience as the largest, global technology-focused platform. With millions of visitors a month, here's how Stack Overflow Advertising can help you put your tool or service in front of the world's largest audience of developers and technologists.

Highly relevant, developer-focused content

Developers are our audience and our content reflects that. We are the world's largest storehouse of technical questions and answers. Developers find us, even if they aren't looking. We've optimized our content to make it easy for developers to find an answer, whether they start from a search engine or Stack Overflow's home page. Developers know they can quickly get to the answer they need, discover other helpful information, and get back to work.

Brand safe with constant moderation and universal guidelines

Our moderators come from and are elected by the community. They are vigilant in keeping the content on their sites relevant and the answers civil and useful. The trust we've built around relevancy and usefulness flows into our advertising as well. Universal ad guidelines protect developers' experience and create a halo of trust for the brands that advertise with us.

Developer-friendly advertising solutions
Reach the right developers, with the right message, and the right ad experience. We offer a full portfolio of advertising solutions built with our developer community in mind. From banner advertising to content distribution, to newsletter, blog, and podcast advertising opportunities, we can help you drive brand awareness and conversions.

Exclusive, real interest-based targeting
Developers add topic tags to every question, self-defining the specific keywords that describe the content. These exclusive topic tags allow for real interest-based targeting to ensure you reach the right person, with the right message, at the right moment.

Unparalleled support
For more than 10 years, we've been partners to the developer community. Rely on our expertise to tailor a media strategy that aligns with your goals. And when you need help along the way, we'll be here. Our post-sales support ensures seamless execution and optimization of your campaign.