



How One Person Drove Action for 40,000 People

This is the story of how an ad campaign, seen by a single developer, opened the door to significant opportunity.

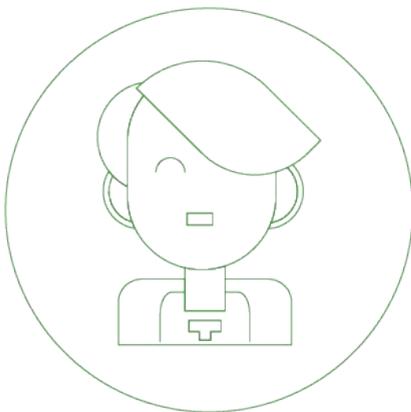


Ann Reiten, Managing Director of Stack Overflow Enterprise

“We wanted to advertise our Stack Overflow Enterprise offering to Stack Overflow users. We kept the creative very simple and focused on what the product did - offered an enhanced version of our private Q&A for enterprises. Then we targeted the advertising to enterprise visitors - those companies with 1,000 or more employees.”



What happened next...



An individual visited Stack Overflow.

He's from a very large US manufacturing organization with 40,000 developers globally. He's on a data and analytics team of 3,000.

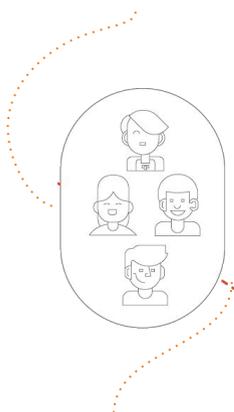
He saw the Enterprise ad campaign. He thought, *“you know, it would be so powerful to have a private version of the public site inside of our organization. I use Stack Overflow everyday for my job but I and my team have to manually reach out to each other to get answers to questions on the internal side.”*

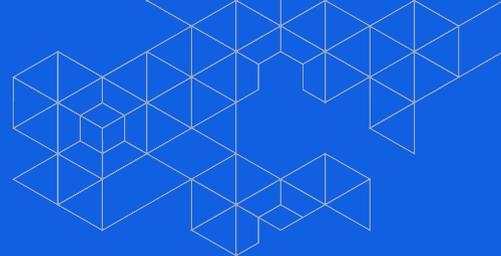
He clicked on the ad and filled out the contact form. Our sales team scheduled an introductory call. Then we had an in-person meeting where he brought in his senior management.

Now our founder, Joel Spolsky, is doing a special conference for the client where hundreds of their internal developers will learn about the value of a private version of Stack Overflow.

This advertisement opened a door faster than we have seen.

And it was all driven by a single developer.





A Bit More Detail

Developers constantly come up against programming challenges. They turn to the collective knowledge on the Internet to find an answer. The biggest source of that collected knowledge is Stack Overflow. We have so many answers - over 25 million - that 8 out of 10 developers visit Stack Overflow at least weekly. When developers need answers, they come to Stack Overflow.

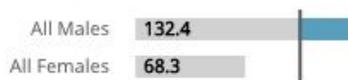
Monthly Uniques:

8 Million (US), 37 Million (Global)

Top 10 Technology site in the US

Stack Overflow’s audience skews more male, higher income, and younger.

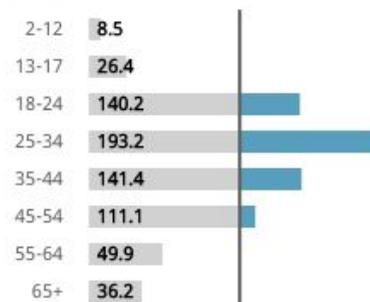
Gender



Household Income



Age



Stack Overflow Advertising gives brands a highly relevant and brand safe environment to reach millions of active developers across the globe. Our exclusive targeting is based on real questions and topics, rather than black box algorithms of interest or intent. This unique combination makes us your always on, conversion support strategy.

Stack Overflow for Teams is a private version of Stack Overflow for sharing internal knowledge. Our knowledge management software helps your technical teams collaborate, save time, and get the information they’re looking for through the smallest and easiest unit of knowledge: Questions and Answers.

Audience data from Comscore, May 2019

Composition Index: Measures the extent to which visitors to a website are over or underrepresented compared to the corresponding percentage in the total digital universe.