Bespoke Market Intelligence

SAAS Subscription Health Survey

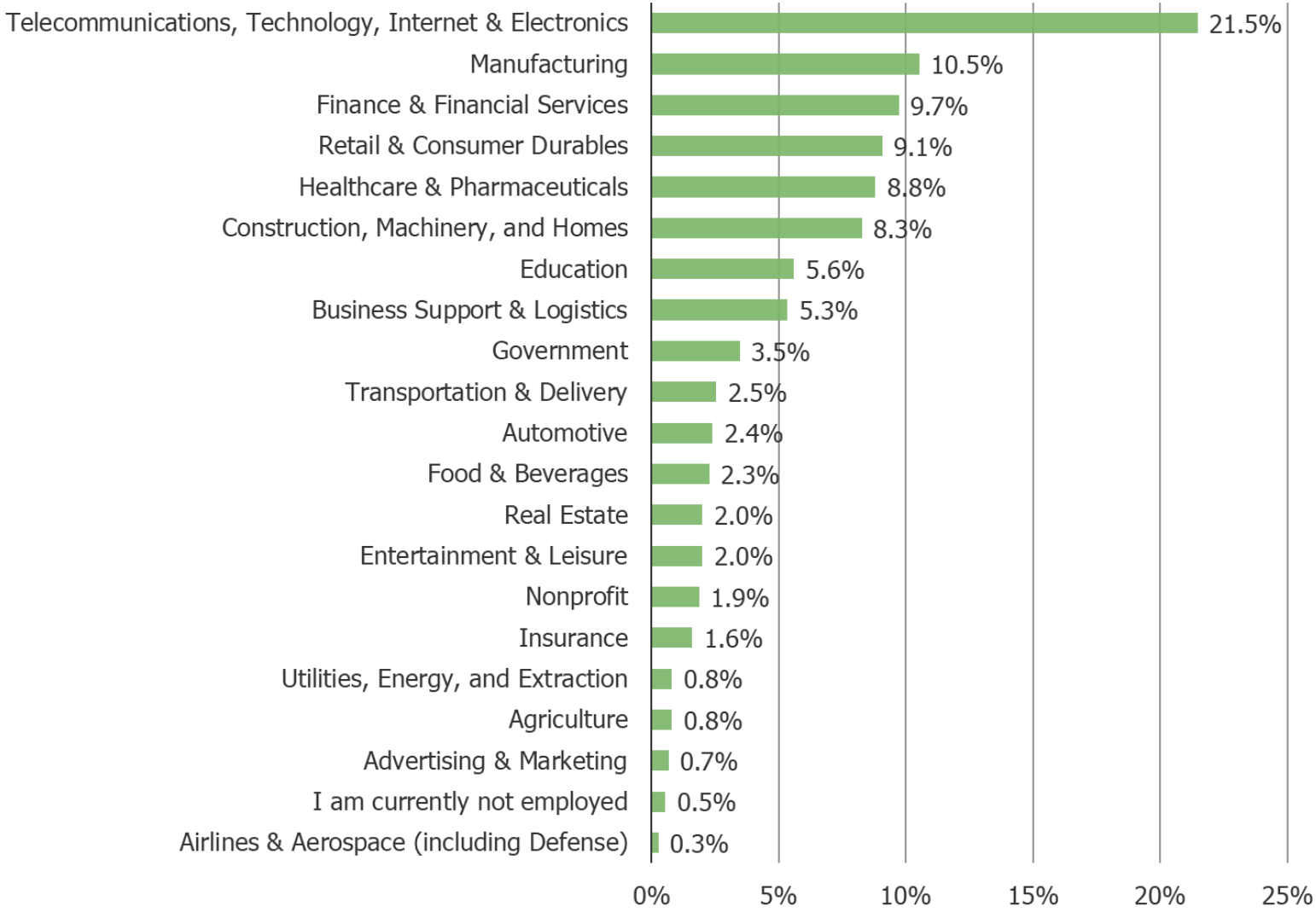
April 2022

Audience: 750 B2B Respondents

- Management Level, Partner, or Owner of SMB
- And/or IT Decision Maker

Which of the following best describes the principal industry of your organization?

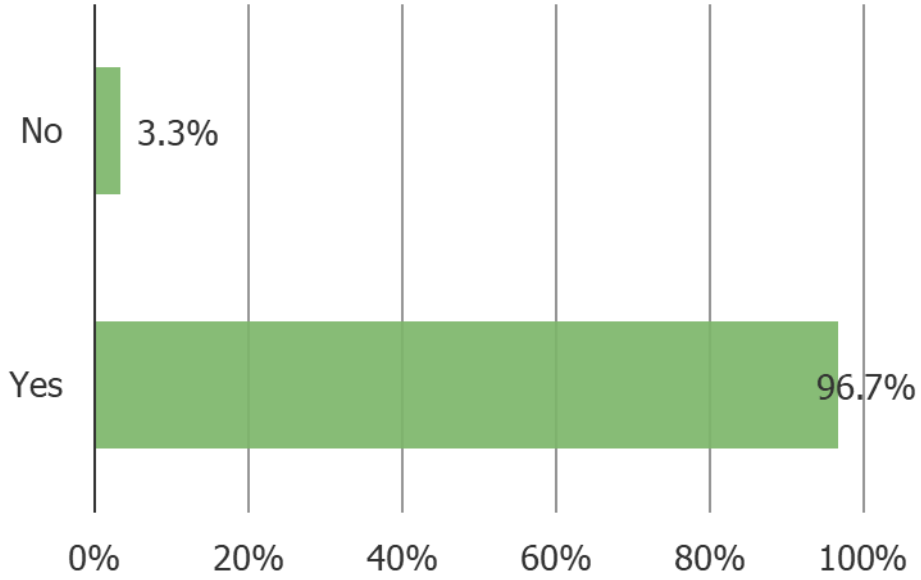
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

Within your company, do you have decision making authority when it comes to IT software and services that your company pays to use?

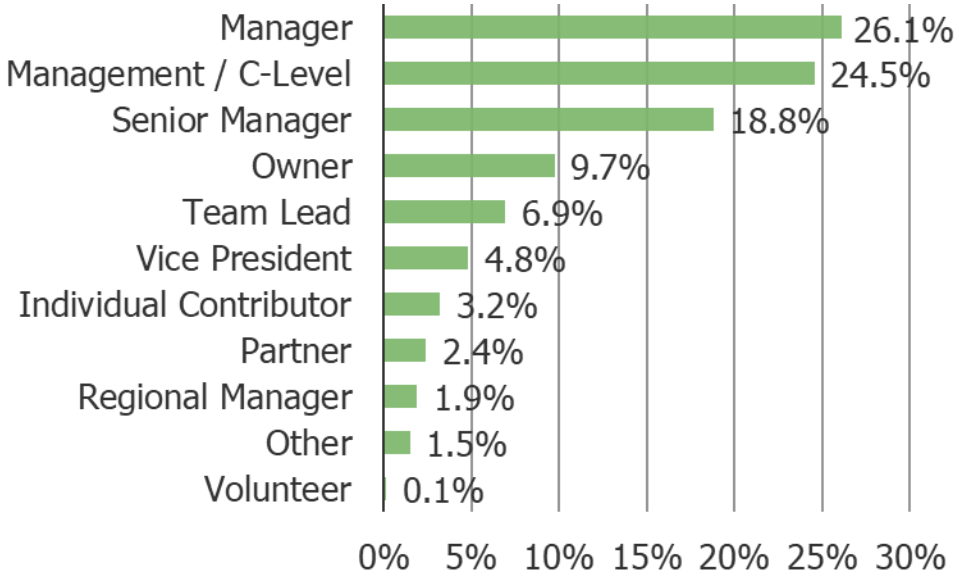
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

What is your job role?

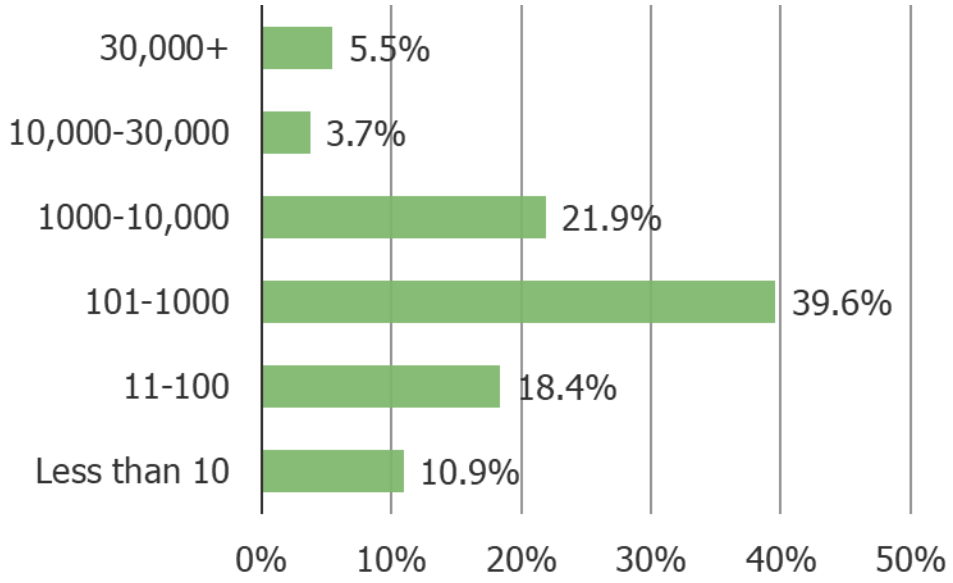
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

How many employees are there at your company?

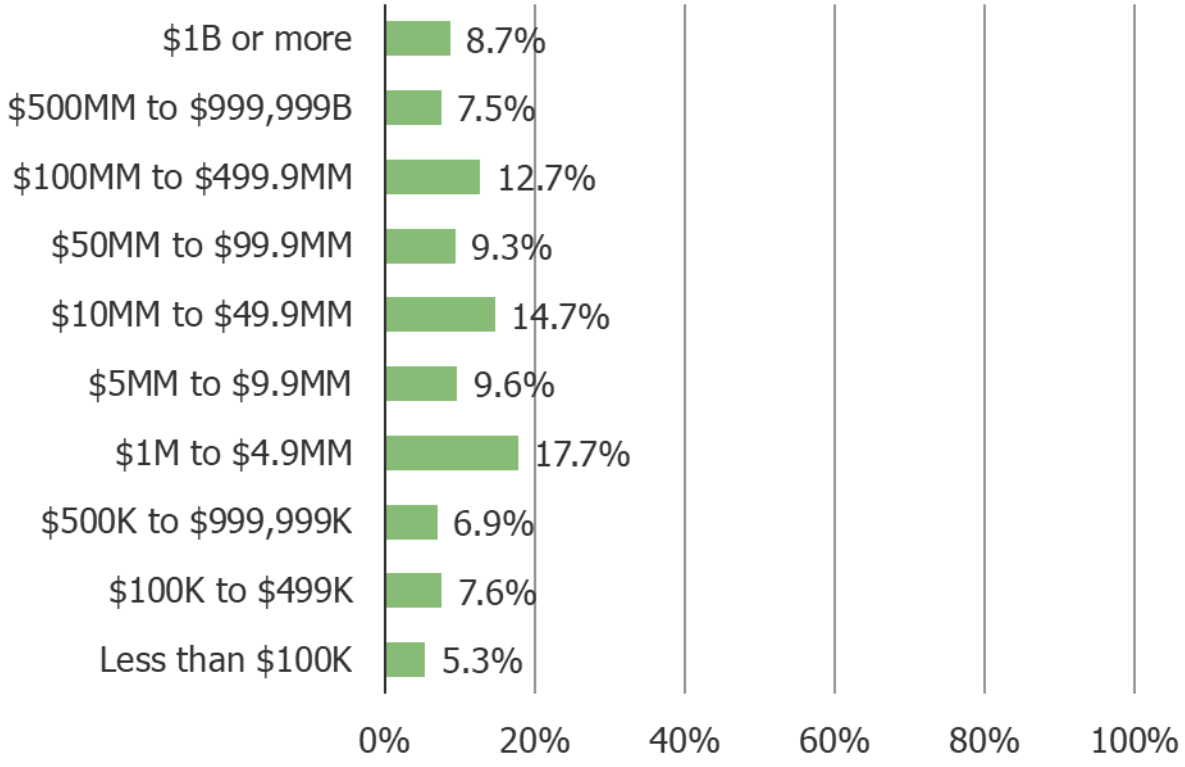
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

What is your company's annual revenue?

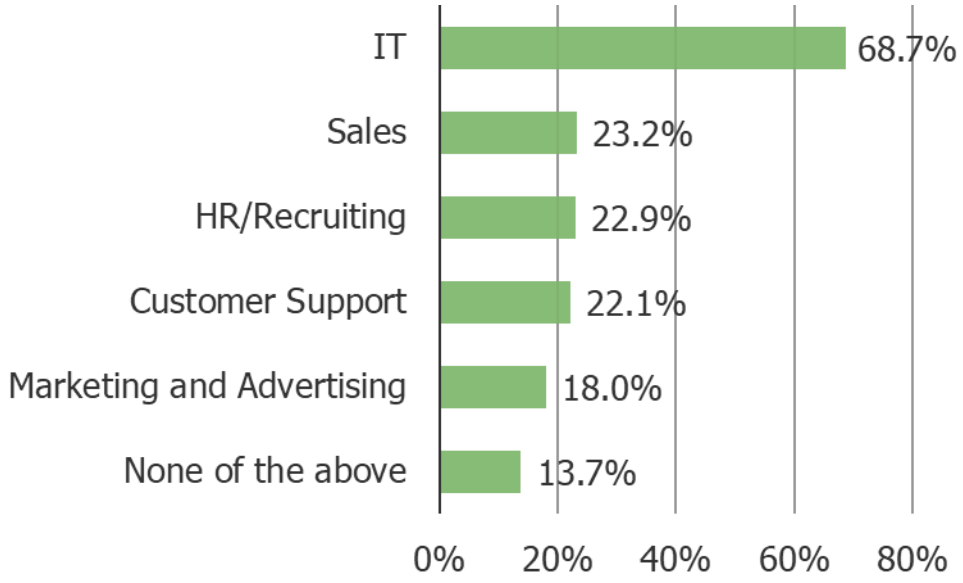
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

Do you work in any of the following departments? Select ALL that apply

Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

What was your top business-related spending priority last year / this year?

Posed to all respondents. (N=750)

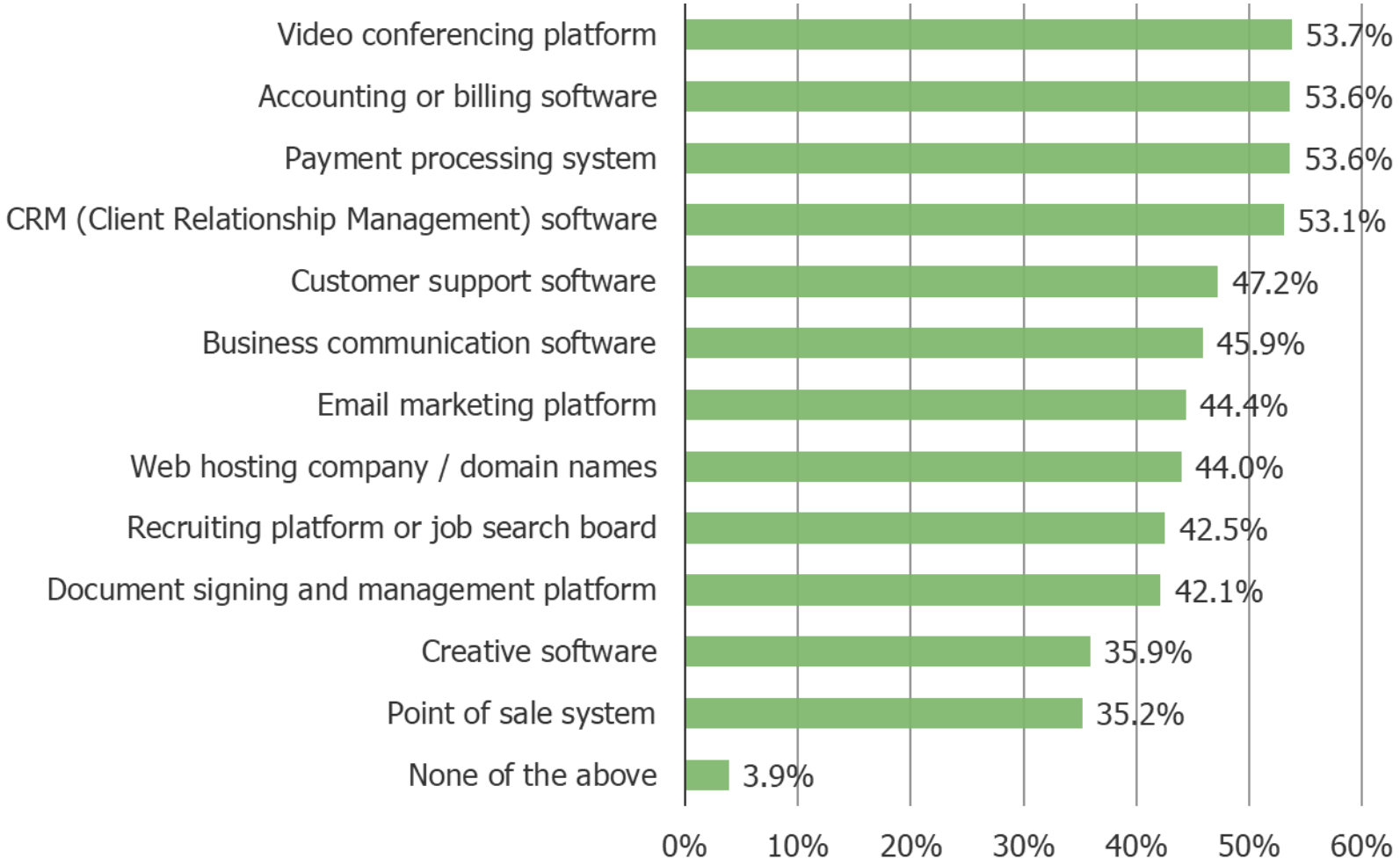
Last Year

This Year

Source: Bespoke Market Intelligence Survey

Does your company utilize any of the following? (Select ALL that apply)

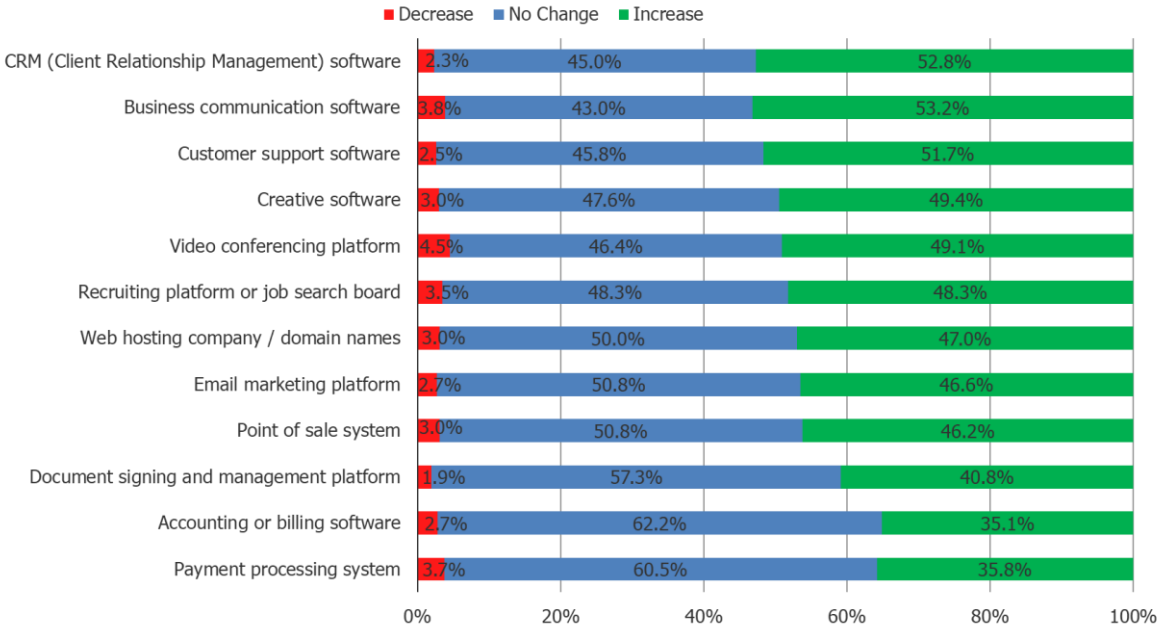
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

Do you expect that your company will increase or decrease how much you spend on the following going forward?

Posed to respondents who self-report that their company currently uses the following:

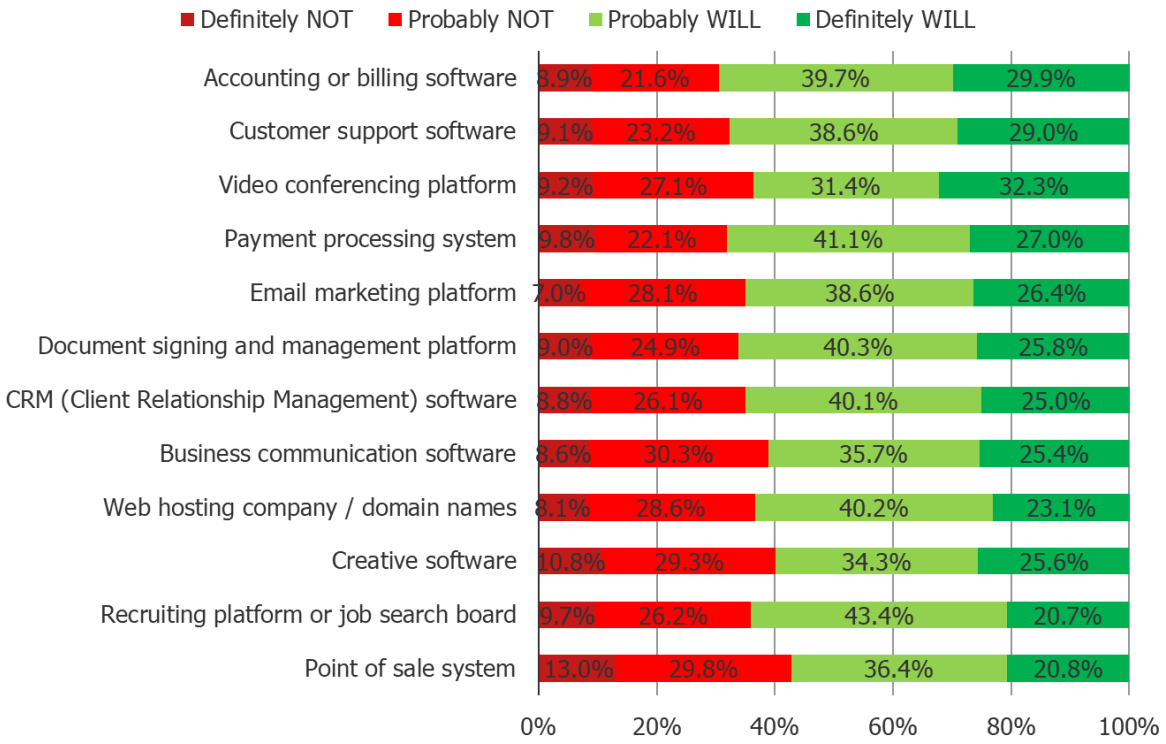


	N =
Payment processing system	402
Accounting or billing software	402
Document signing and management platform	316
Point of sale system	264
Email marketing platform	333
Web hosting company / domain names	330
Recruiting platform or job search board	319
Video conferencing platform	403
Creative software	269
Customer support software	354
Business communication software	344
CRM (Client Relationship Management) software	398

Source: Bespoke Market Intelligence Survey

How likely are you to add the following solutions in the next year?

Posed to respondents who self-report that their company DOES NOT currently use the following:

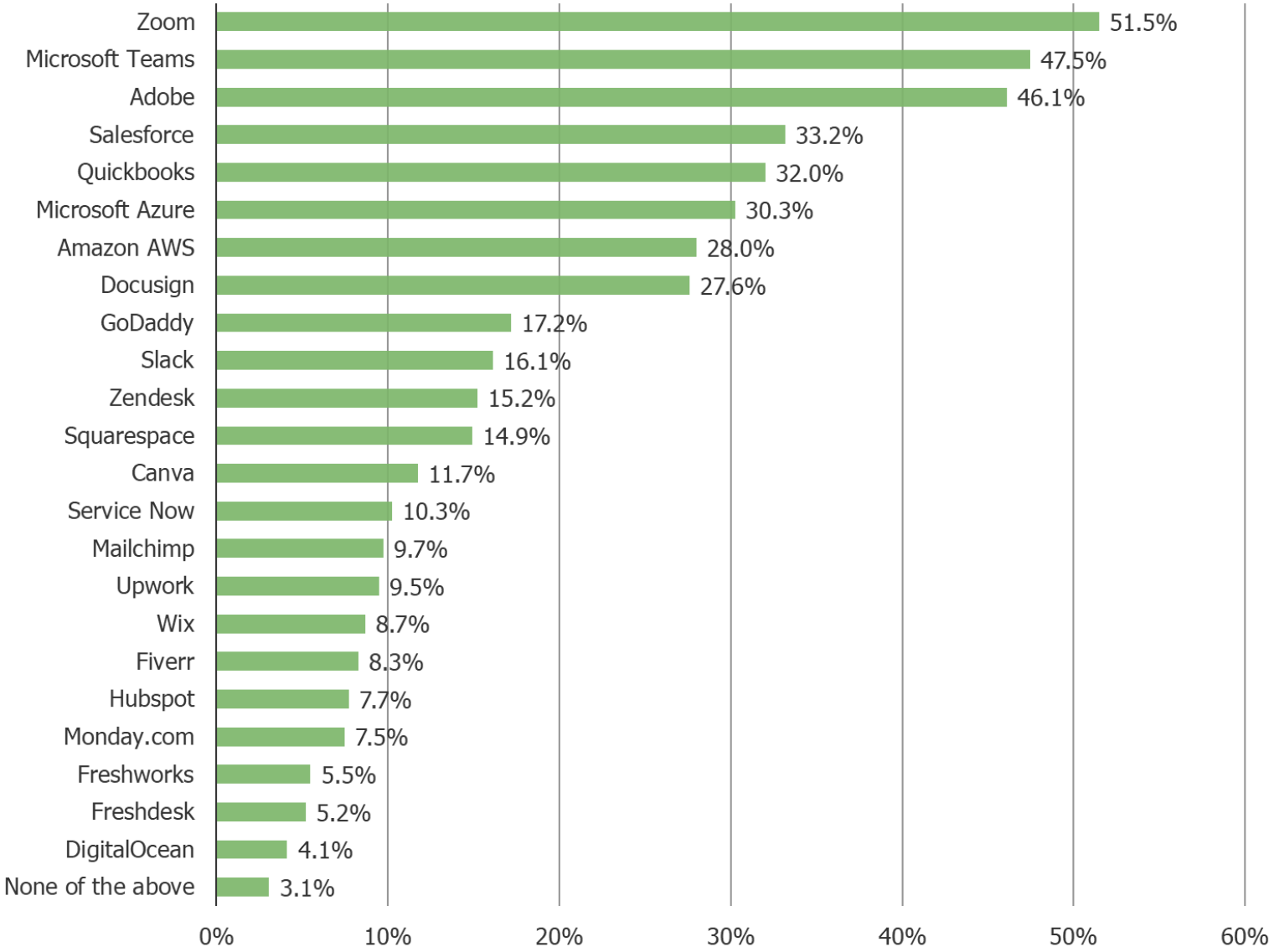


	N =
Point of sale system	486
Recruiting platform or job search board	431
Creative software	481
Web hosting company / domain names	420
Business communication software	406
CRM (Client Relationship Management) software	352
Document signing and management platform	434
Email marketing platform	417
Payment processing system	348
Video conferencing platform	347
Customer support software	396
Accounting or billing software	348

Source: Bespoke Market Intelligence Survey

Does your company currently use any of the following?

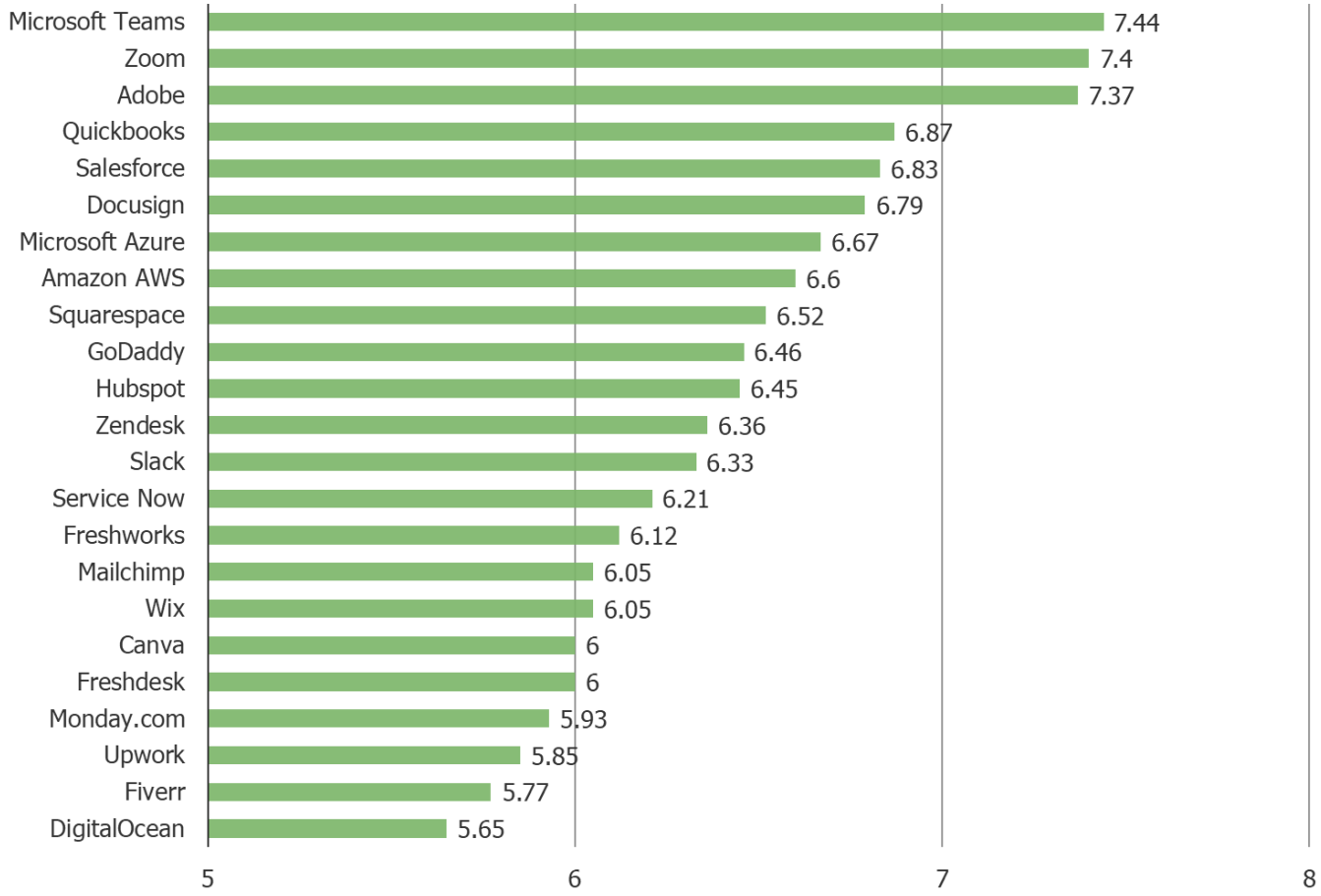
Posed to all respondents. (N=750)



Source: Bespoke Market Intelligence Survey

How much interest do you have in exploring the following platforms in the next year?

Posed to respondents who self-reported that their company DOES NOT use each of the following.



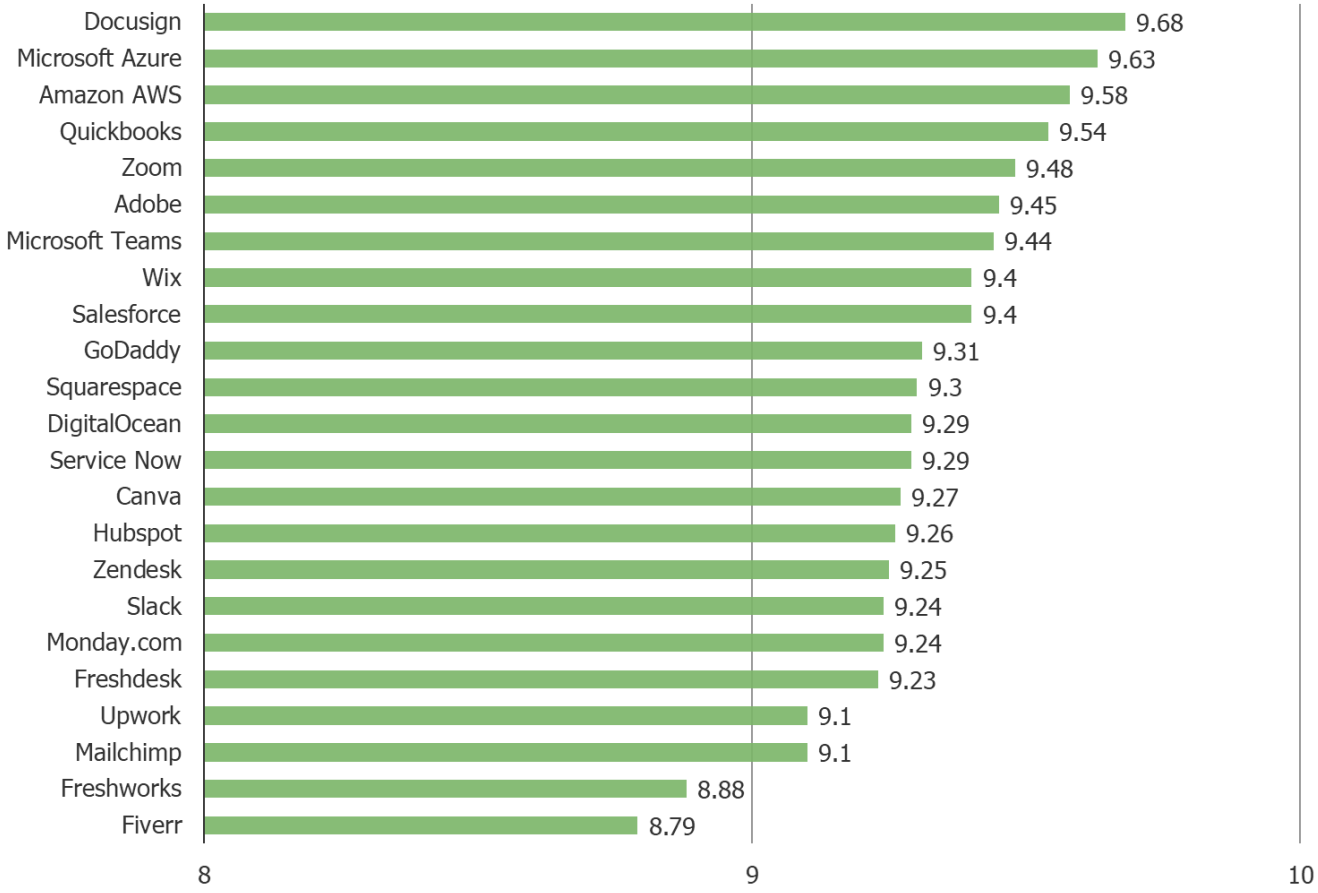
	N =
Dobe	713
DigitalOcean	719
Fiverr	688
Monday.com	694
Upwork	679
Monday.com	700
Freshdesk	711
Canva	662
Wix	685
Mailchimp	677
Freshworks	709
Service Now	673
Slack	629
Zendesk	636
Hubspot	692
GoDaddy	621
Squarespace	638
Amazon AWS	540
Microsoft Azure	523
Docusign	543
Salesforce	501
Quickbooks	510
Adobe	404
Zoom	364
Microsoft Teams	394

Weighted Average Scale:
1-11 (No interest at all -> Strong Interest)

Source: Bespoke Market Intelligence Survey

How satisfied are you with the following?

Posed to respondents who self-reported that their company uses each of the following.



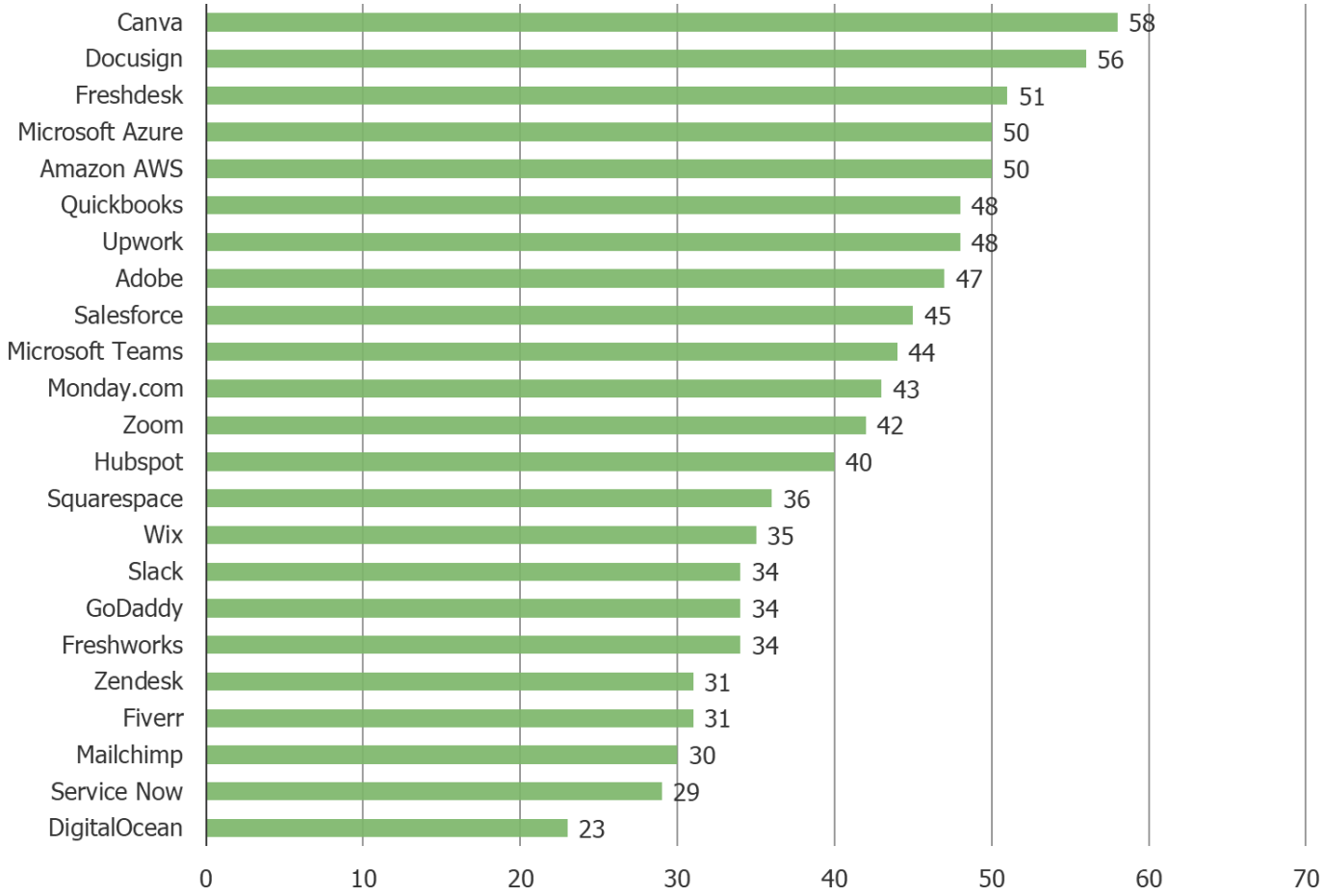
	N =
Zoom	386
Microsoft Teams	356
Adobe	346
Salesforce	249
Quickbooks	240
Microsoft Azure	227
Amazon AWS	210
Docusign	207
GoDaddy	129
Slack	121
Zendesk	114
Squarespace	112
Canva	88
Service Now	77
Mailchimp	73
Upwork	71
Wix	65
Fiverr	62
Hubspot	58
Monday.com	56
Monday.com	50
Freshworks	41
Freshdesk	39
Dobe	37
DigitalOcean	31

Weighted Average Scale:
1-11 (Not satisfied at all -> Very satisfied)

Source: Bespoke Market Intelligence Survey

How likely would you be to recommend the following to a peer or business acquaintance?

Posed to respondents who self-reported that their company uses each of the following.



*NPS Calculated

	N =
Zoom	386
Microsoft Teams	356
Adobe	346
Salesforce	249
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Hubspot	58
Monday.com	56
Monday.com	50
Freshworks	41
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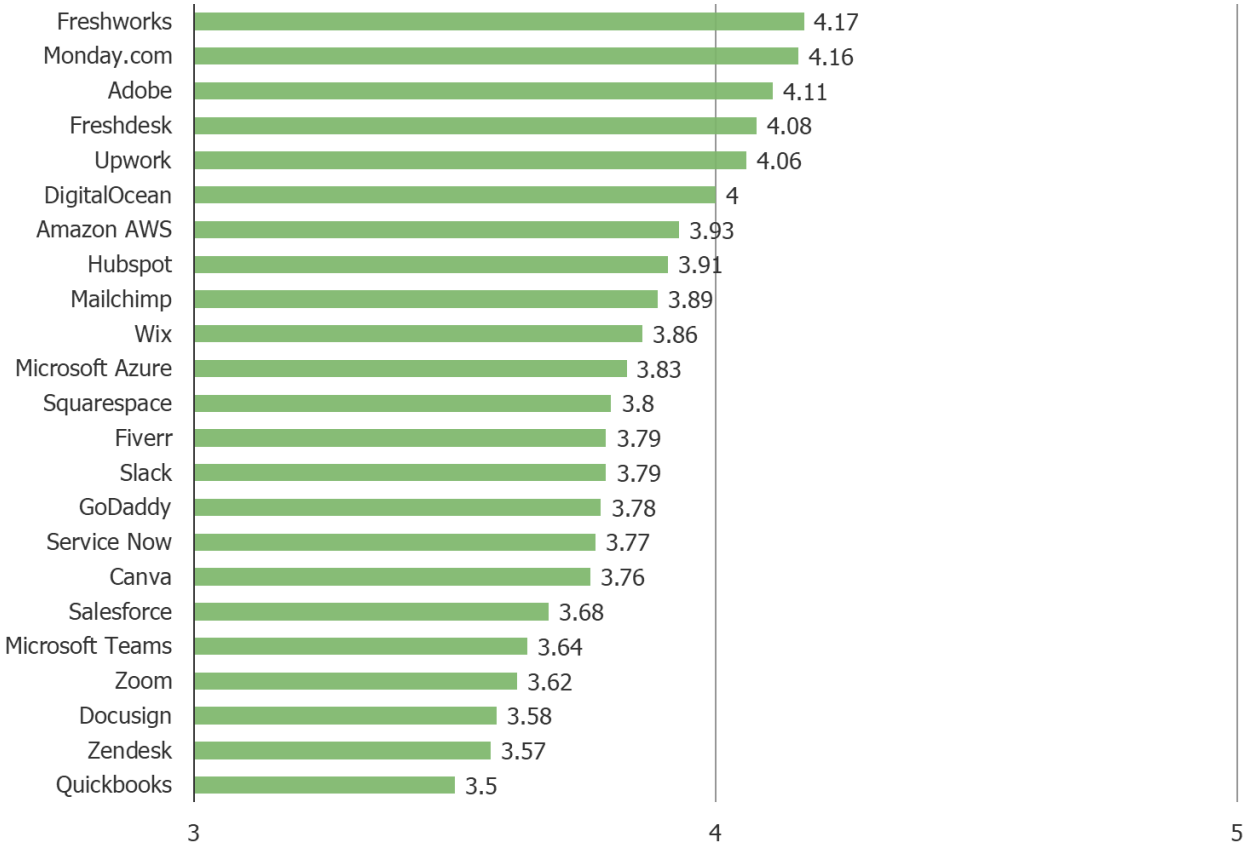
Dobe	37
DigitalOcean	31

Source: Bespoke Market Intelligence Survey

Do you expect that your firm will add or reduce spending on the following this year compared to last year?

Posed to respondents who self-reported that their company uses each of the following.



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Zendesk	114
Squarespace	112
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Wix	65
Fiverr	62
Hubspot	58
Monday.com	56
Monday.com	50
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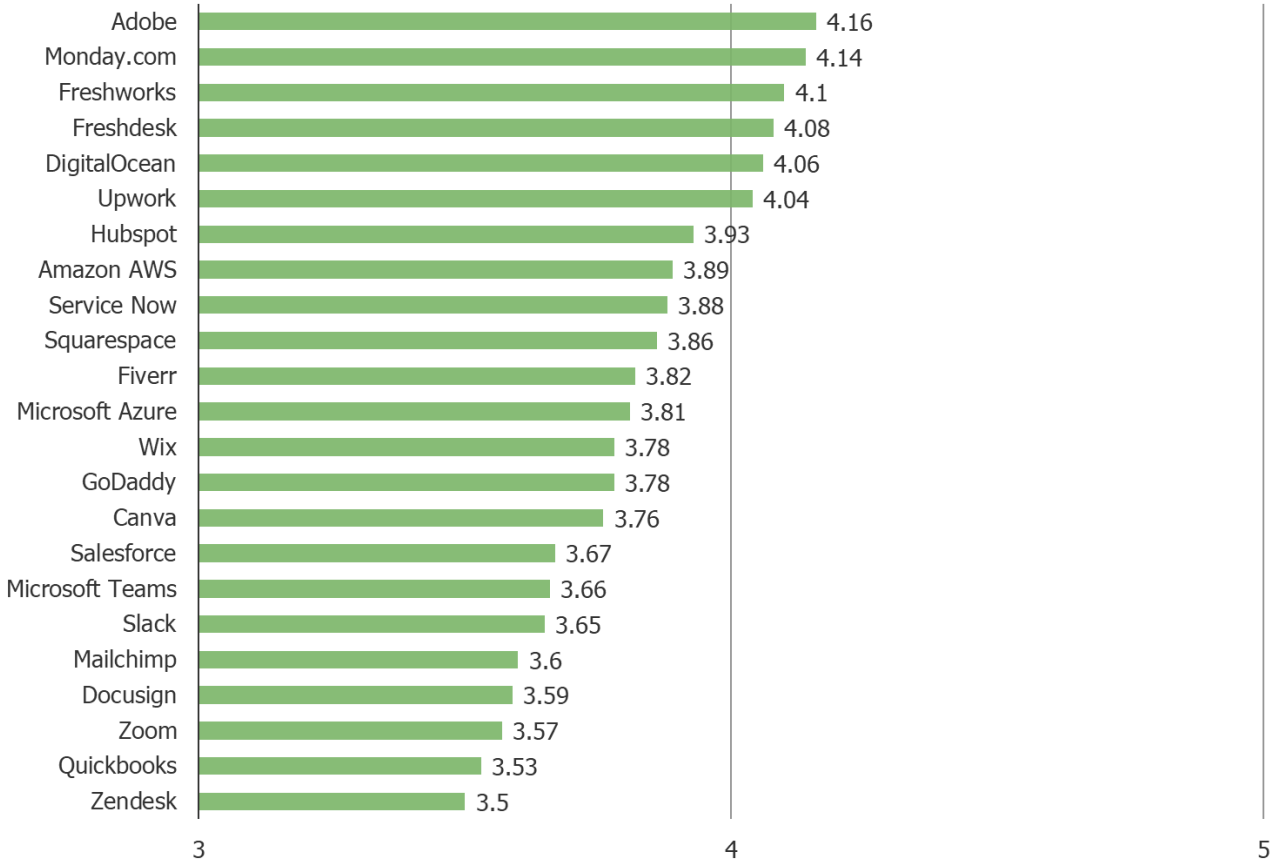
Freshdesk	39
Dobe	37
DigitalOcean	31

Weighted Average Scale:
1 = Significantly Reduce
2 = Slightly Reduce
3 = No Change
4 = Slightly Increase
5 = Significantly Increase

Source: Bespoke Market Intelligence Survey

Do you expect that your firm will add or reduce spending on the following this year compared to last quarter?

Posed to respondents who self-reported that their company uses each of the following.



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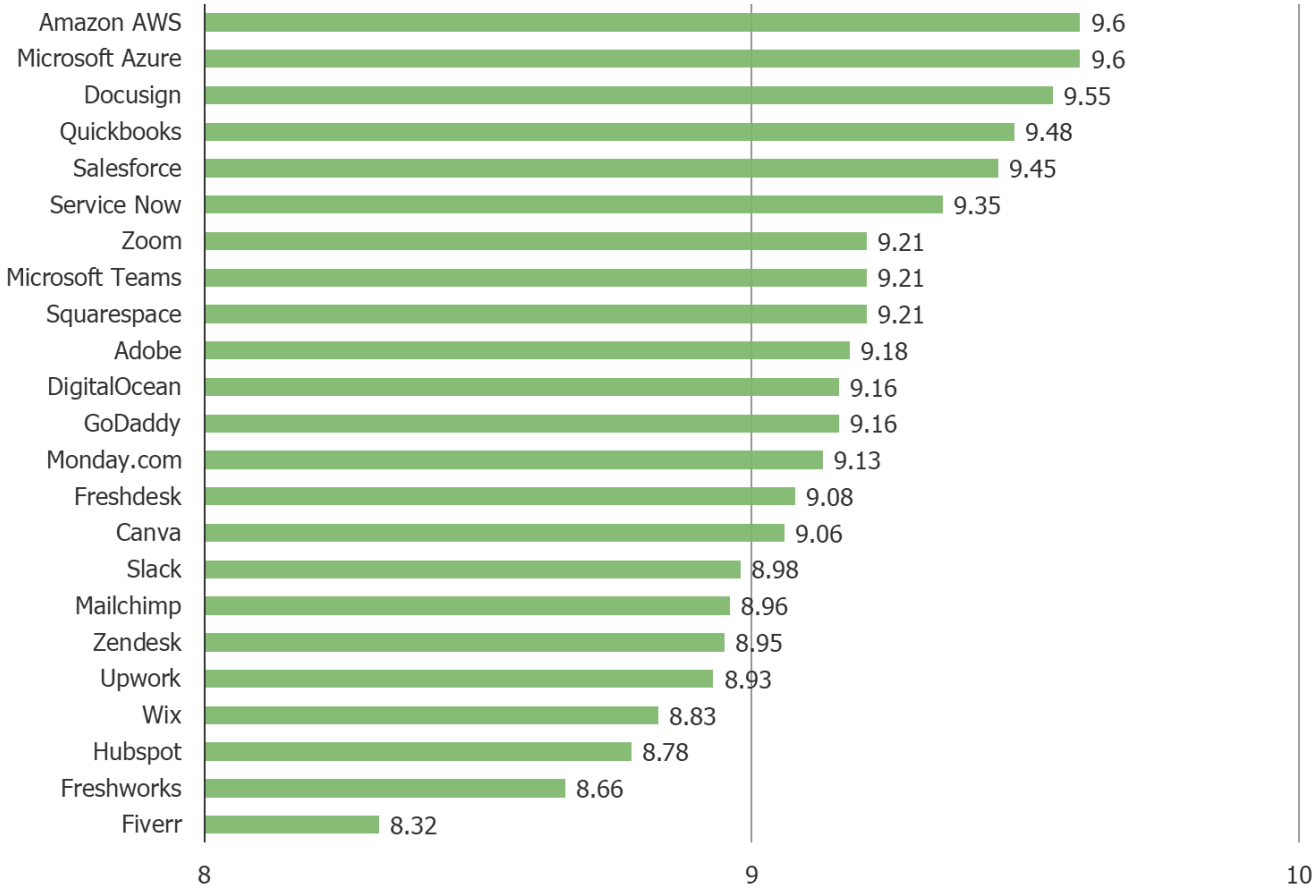
Wix	65
Fiverr	62
Hubspot	58
Monday.com	56
Monday.com	50
Freshworks	41
Freshdesk	39
Dobe	37
DigitalOcean	31

Weighted Average Scale:
1 = Significantly Reduce
2 = Slightly Reduce
3 = No Change
4 = Slightly Increase
5 = Significantly Increase

Source: Bespoke Market Intelligence Survey

How important are the following to your business?

Posed to respondents who self-reported that their company uses each of the following.



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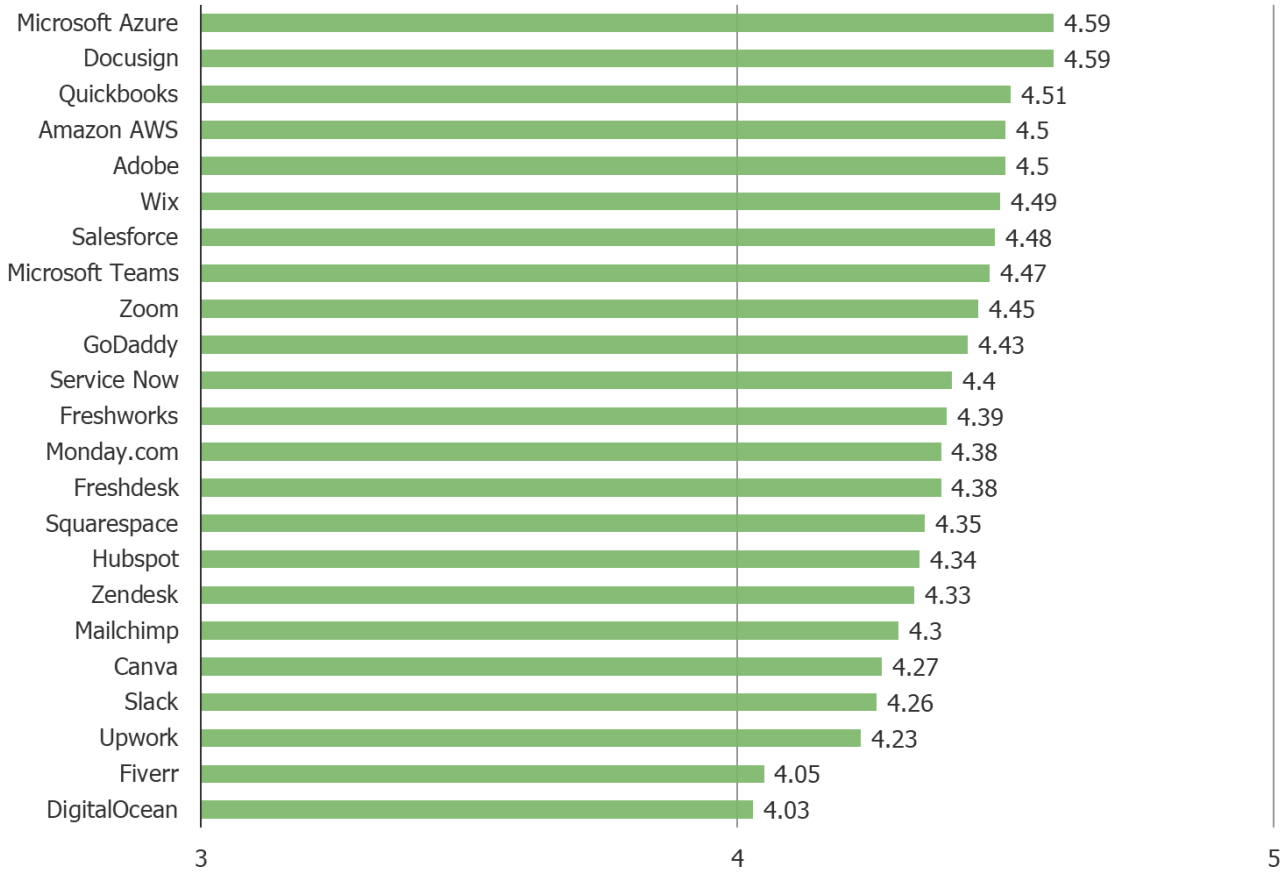
DigitalOcean	31

Weighted Average Scale:
1-11 (Not very important -> Extremely important)

Source: Bespoke Market Intelligence Survey

How likely is it that your company will still be using the following one year from now?

Posed to respondents who self-reported that their company uses each of the following.



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Hubspot	58
Monday.com	56
Monday.com	50
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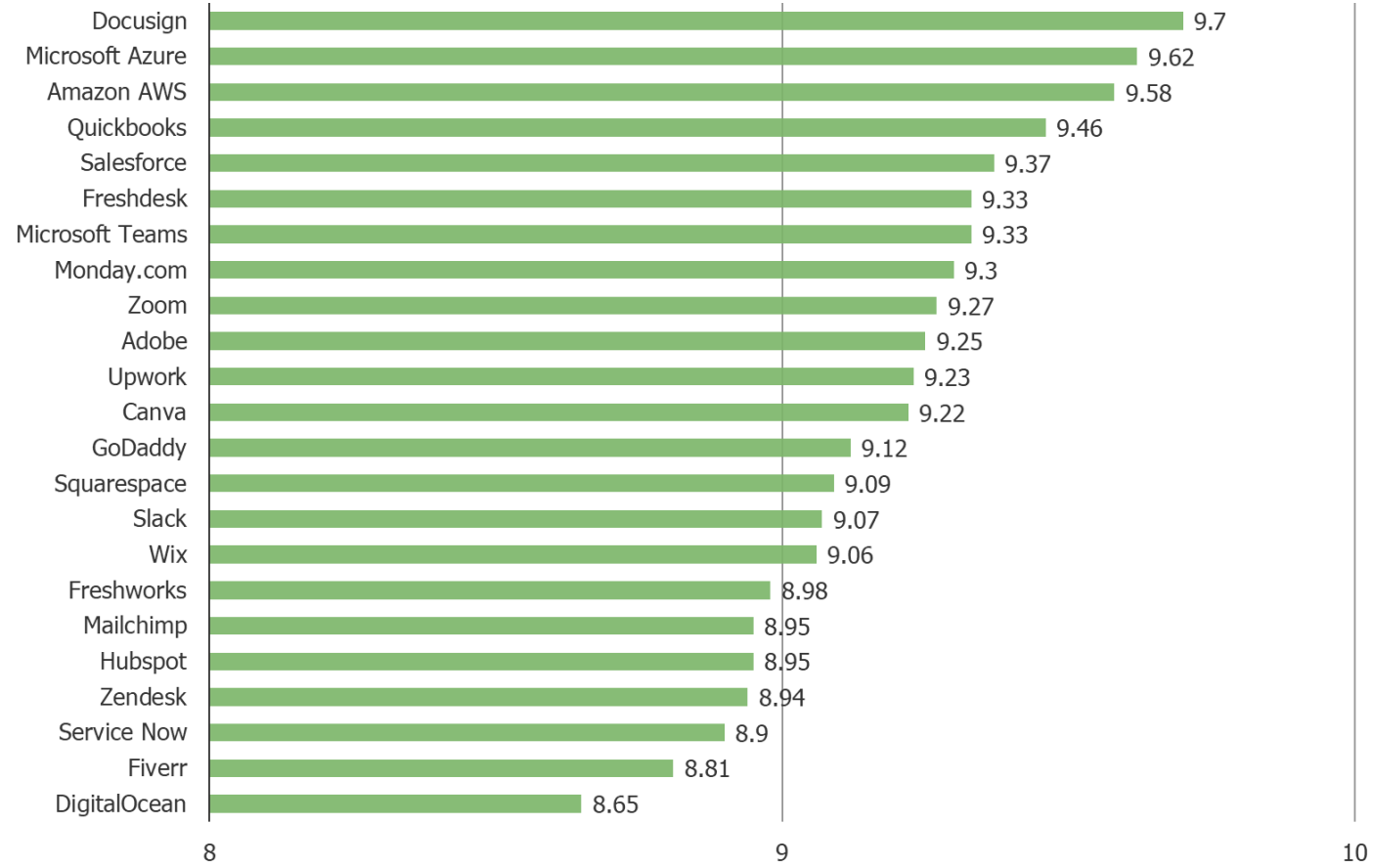
Dobe	37
DigitalOcean	31

Weighted Average Scale:
1 = Very Unlikely
2 = Unlikely
3 = Somewhat Likely
4 = Likely
5 = Very Likely

Source: Bespoke Market Intelligence Survey

How do you assess the value your company derives from the following relative to the cost?

Posed to respondents who self-reported that their company uses each of the following.



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Wix	65
Fiverr	62
Hubspot	58
Monday.com	56
Monday.com	50
Freshworks	41
Freshdesk	39
Dobe	37
DigitalOcean	31

Weighted Average Scale:
1-11 (Very weak value -> Very strong value)

Source: Bespoke Market Intelligence Survey