

# Submittable

Impact Report | 2021

**Through a historically tough year, Submittable was proud to partner with thousands of organizations that, through the programs and opportunities they created on our platform, did so much good.**



We surveyed nearly 750 of our customers to find out what kind of difference Submittable made for their organization in 2020. **Here's what we learned.**



# Overcome Challenges

**82% of customers faced one or more of the following challenges before Submittable:**

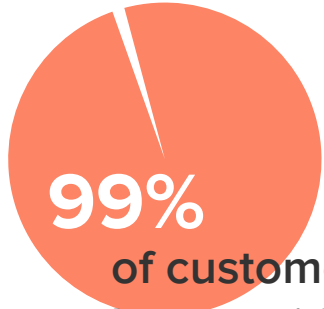
- Wasting time on tedious administrative tasks
- An inefficient or outdated process
- Overwhelmed with back-and-forth communication and questions from applicants
- Difficulty organizing and communicating with reviewers
- Difficulty reporting on program results
- An inefficient, time-consuming payment collection process

## Valuable Benefits

**95%** of customers have experienced one or more of the following benefits since adopting Submittable:

- Easier and faster to launch online forms
- More efficient communication with applicants and reviewers
- Improved administrative workflows
- More efficient and collaborative review process
- Easier to measure and report on results

# Happy Customers



of customers are happy with the **accessibility** of the Submittable platform.



of customers are happy with the **security** of the Submittable platform.



of customers are happy with their **overall experience** with Submittable.



**We love Submittable—it has been  
life-changing for us.**

Associate Director at a Global Nonprofit

# Save Time

**12 hours**

Average time administrative teams save per week

**32 hours**

Average time review teams save per week





**Submittable has saved us a whole day's work a week (8 hours a week), and uncountable headaches in communication...That's value.**

Administrator in Higher Education

# Focus on your Mission

**93% of customers say  
Submittable saves them time on  
one or more of the following tasks:**

- Setting up an online form
- Communicating or coordinating with applicants and reviewers
- Answering technical questions (which are diverted to Submittable's support team)
- Reviewing and making decisions
- Measuring and reporting on results and impact



**Submittable makes assigning submissions, making decisions, and staying organized very easy so we can focus on the heart of running [our organization] instead of being bogged down in mundane administrative stuff.**

Editor in Arts Sector

# Meet DEI Goals

**Nearly  $\frac{2}{3}$  of customers say Submittable helped them reach their DEI goals, including:**

- Running a more inclusive application process
- Running a more objective review process
- Creating a new opportunity specifically to meet their goals



**We receive submissions from all over the world, and the...reviewers choose to read these submissions without identifying information. The result is a diverse, dynamic array of [submissions].**

Faculty Advisor in Higher Education

Submittable clients created **2,210 opportunities** related to social justice in 2020, receiving **200K+ submissions.**



# Respond to Crises

**Over half of customers say Submittable helped them respond or adapt to the COVID-19 crisis, including:**

- Running a fully remote program
- Helping teams collaborate and stay connected
- Responding quickly to an emergency situation
- Creating a new opportunity related to COVID



**[Submittable ] helped us remain flexible and nimble...which was crucial to meeting the needs of our community.**

Kara Cody, Programs Director, Park City  
Education Foundation



Submittable clients created more than **2,000 COVID-relief grants** in 2020, receiving **600K+ submissions**.



# Launch Quickly



**14 days**

Average time to launch a program  
on Submittable

“  
It enabled us to  
set up a robust  
grants process  
and program in  
record time.

Developer Relations at a  
Foundation

# Ease of Use



**4 out of 5**

customers say Submittable is easy or very easy to use.

It's so user friendly. I struggled with a lot of other form builders before finding this and I'm so impressed.



Fellowship Director in the  
Entertainment Industry

# A Great Applicant Experience

**3,833,747**


total submissions in 2020

**271**

countries with Submittable users

**80%**

submissions sent via mobile devices



Applicants like  
the clean, easy  
experience with  
forms.

Senior Program Manager at a  
Grants Organization

# Streamline Awards



**\$1.9 billion**

distributed in COVID-relief funding  
alone in 2020

“  
Submittable  
made it quick  
and easy to  
distribute funds  
to communities  
that were  
hardest hit by  
the pandemic.

Program Manager in the  
Entertainment Industry

# Measure Impact

84%

of customers who use Submittable's reporting tools achieved one or more of the following:

- Performing data analysis
- Identifying insights or trends
- Answering stakeholder questions
- Making data-driven decisions
- Reporting on impact

Submittable's  
report feature  
that pulls directly  
from applications  
is incredibly  
valuable to our  
organization and  
saves us so much  
time.

Danielle Hall,  
Coordinator, D'Addario  
Foundation

# Amazing Support

**97%**

of customers have a positive overall experience with Submittable customer support

**3 out of 4**

customer questions are answered on the first response

**A stellar support team! Probably the best I have ever seen.**

Kate Tipul, Administrator,  
American Society of Media  
Photographers

# An Evolving Product

**10**

major new features released in 2020

**4**


major new features released or on deck  
in Q1/Q2 2021

**35%**

growth in total submissions in 2020

**100+**

members of the Submittable team



Thank you for  
listening to  
customer  
feedback and  
updating the  
software with new  
features.

Director of Professional  
Activities at an Association



# Get More Value

**1 in 3**

of customers have found a new use for Submittable since purchasing

**1 in 5**

customers have discovered 3 or more uses

We have shifted  
to using  
**Submittable**  
almost  
exclusively for  
any event or  
program.”

Administrator at an  
Association



With Submittable helping you run programs, make smart decisions, and measure and improve on your results, **you can have a greater impact, too.**

[Contact our team](#) to learn more.

