

9 Stats to Convince Your Boss to Invest in an Online Community



DEWALT, the power tool company, saved almost **\$6 MILLION** in research costs by launching its community.

[Source](#)



Nearly **80%** of startup founders reported building a community as important to their business, with **28%** describing it as **critical to their success**.

[Source](#)

66% of branded online communities believe that their communities have a significant impact on customer retention.

[Source](#)



64% of community professionals say that online communities have helped them make better business decisions.

[Source](#)

A whopping **78%** of community professionals say that communities helped them build new products and services.

[Source](#)



55% of community professionals report a significant increase in sales through online communities.

[Source](#)

94% of community professionals agree that their community members contribute to the success of their business by sharing feedback, contributing to content, or making referrals.

[Source](#)



27% of customers say they use online communities as part of their decision-making process when contemplating the purchase of a product or service.

[Source](#)

Customers spend **19%** more after becoming members of a brand's online community.

[Source](#)

