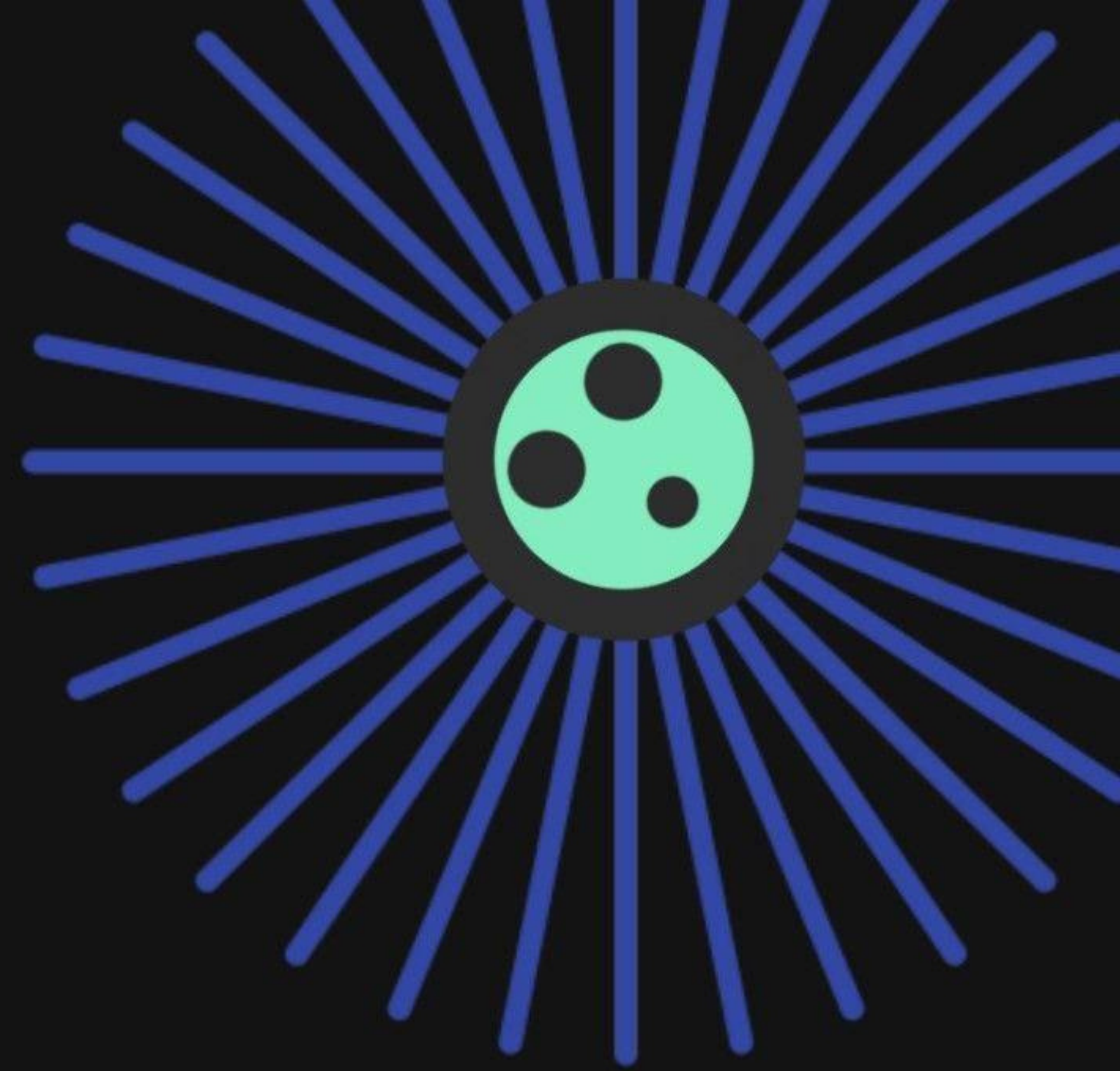




Hi there

Common Room brings organizations closer to their communities

Build better products, deepen relationships, and grow faster





Backdrop

The way software is built and distributed has fundamentally changed.

IT and executives make all company purchasing decisions



Tech-savvy users find, adopt, and **share** the best solutions

Sales reps and steak dinners



Peer recommendations, try before you buy, and self-serve

Reign of old school sales-led and marketing-led business models



Rise of product-led growth with relentless focus on **customers**

Product roadmaps are reverse-engineered from market trends



Product teams build better products through direct access to **community**



Challenge

Community is the answer—but tools haven't kept up.

Lack of visibility

Data about people is siloed across external engagement platforms (both owned and open) and internal systems and teams. There is no single system of record and community journey datastore.

Lack of action

There's no shared system of action for identifying, tracking, and nurturing important voices. Finding, routing, and replying to product users is completely manual and done in complicated spreadsheets or not at all.

Lack of measurement

It's difficult to measure the ROI of community relationships, including the impact of customer champions on revenue or advocacy and evangelism programs on marketing goals like awareness and reach.



**Community isn't a place.
It's how.**



Solution

Common Room is the community intelligence platform that helps you build better products, deepen relationships, and grow faster.



Solution

Who are we built for?

We are for community leaders and developer advocates first—the people charged with cultivating your community. Common Room's proactive intelligence and action layer reduces manual work.

We are built for teams. Community is a team sport. From marketing, to customer support, to sales, and RevOps, we bring your entire organization closer to your community.

We help your organization lead with community. Your community is your lifeblood. We help you grow and show its impact.



Day in the life

Your community and developer advocacy teams have a lot going on.



Identify and welcome new community members



Stay on top of conversations, questions, and sentiment



Identify, segment, and nurture champions



Find and amplify member-generated content



Write educational content and build presentations



Recruit and track members for programs: CFP speakers, CABs



Capture and circulate product feedback and bugs



Measure community health and business impact



Common Room

Building is hard. Measuring business value is even harder.
Common Room supports you through all stages of your community's growth.



Activating the business

Connecting community membership to accounts, product activation, and ARR

Measuring attribution and customer journey



Facilitating growth and sustained engagement

Programs: Ambassador, regional user groups, community moderators, advisory boards, and recognition

Measuring health—responsiveness, cohorts, sentiment, and channels—and sharing influence anecdotes



Seeding your community

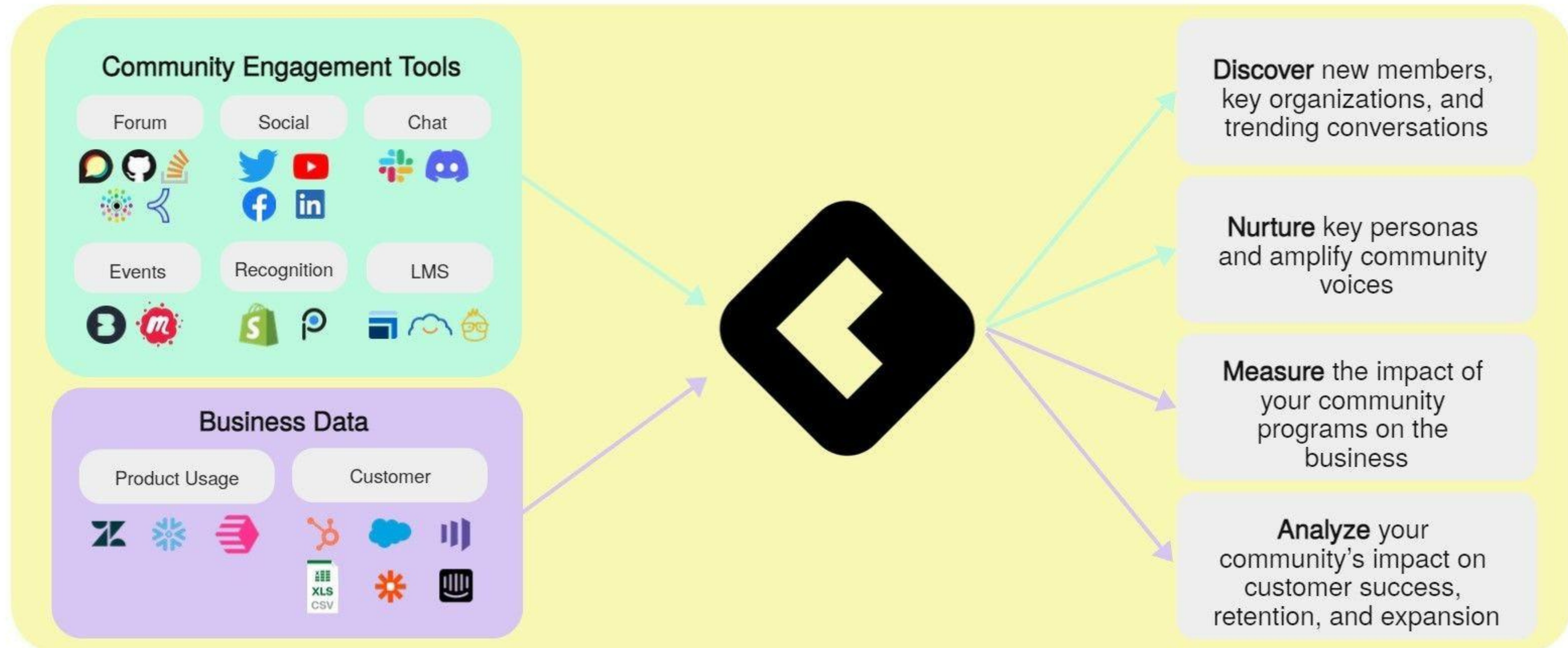
New channels, recruiting members, driving the right types conversations

Measuring growth—members, activities, and engagement—and sharing anecdotes



Common Room

Common Room brings together community engagement, product usage, and customer data into a single place, uses intelligence to surface insights from across your community, and provides tools to act on those insights.





Customers

Today's fastest growing companies choose Common Room.

HubSpot

 SUPERCONDUCTIVE

webflow

 asana

 imply

 dbt Labs

 Temporal

 styra

 Grafana Labs

Gremlin

 Dovetail

moov



Customers



“Common Room empowers us to take action in a very direct way that clearly ladders up to the success of our business, and most importantly to the success of our customers.”



Joshua Zerkel

Head of Global Engagement
Marketing, Asana



Common Room

www.commonroom.io/signup



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