ideascale.com

IDEASCALE

INNOVATION YEAR IN NUMBERS 2021

The average number of ideas submitted to IdeaScale each **day**

215 IDEAS

And over the course of the year, we collected

76,123 IDEAS

On average, most organizations gathered

6,815 per month

What day do most people submit ideas?

Wednesday

(sorry Tuesday and Thursday - you just missed it)

On average, IdeaScale customers launch 3 campaigns each year meaning that most communities have

5-6

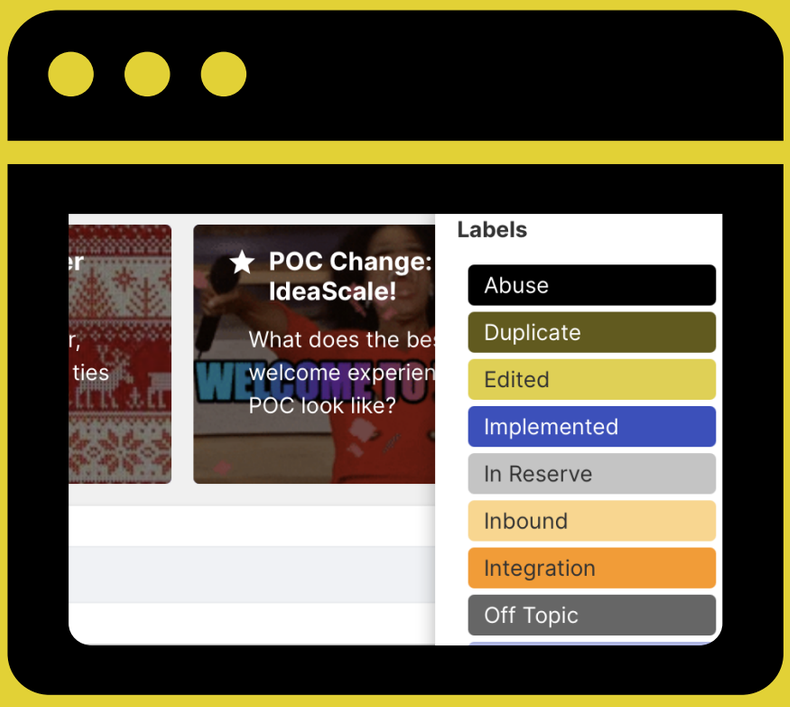
live campaigns at any given time

But when were most of those campaigns created?

November

(sounds like we're planning for next year!)

Favorite new IdeaScale feature?



Idea Labels

People love organizing ideas!

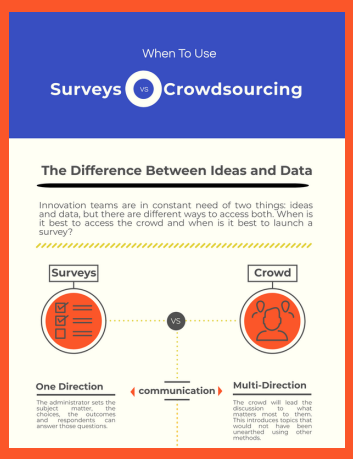
Sustainability (and many other subjects) were top issues in 2021

(word cloud featuring commonly occurring words in US campaigns)

What are IdeaScale's most shared resources from 2021?

Top Infographic

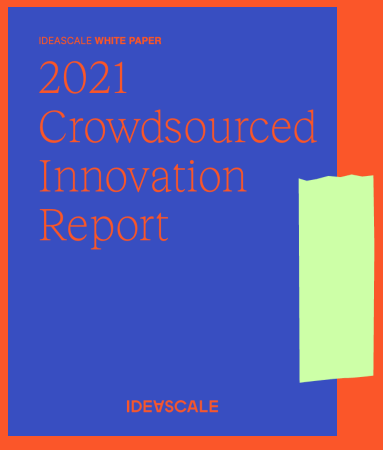
What's the difference between surveys and crowdsourcing?



bit.ly/surveyvcrowdsourcing

Top White Paper

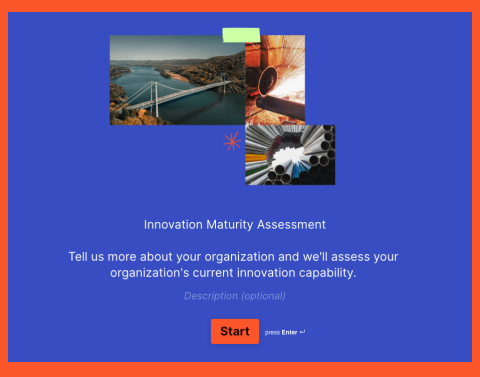
2021 Crowdsourced Innovation Report



bit.ly/2021crowdsourcedreport

Top Resource

Innovation Maturity Assessment



bit.ly/imassessment