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
(usually 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
(next few weeks 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 is the difference between surveys and crowdsourcing?

What are IdeaScale's most shared resources from 2021?

- Top Whitepaper
- 2021 Crowdsourced Innovation Report
- IdeaScale Innovation Maturity Assessment