

No-code benchmark

Learn how the competition uses no-code to

- ✓ Reduce costs
- ✓ Completely replace manual processes
- ✓ Grow revenue, without growing workforce

Survey conducted by  triggre



Executive summary

The data in this benchmark comes from an extensive survey that was done under a wide range of companies, freelancers and agencies that work with or have an interest in no-code. We made sure to include many that have no experience with Triggre, to give a fair overview.

Demographics

Most respondents in the survey are from Europe and the United States, totaling 80.5%. By far the largest industry is Software & IT services, followed by Design, Manufacturing and Agriculture. Their seniority is mid-level and higher and 78.5% work in companies of up to 100 employees.

Platforms

By far the largest group of respondents know multiple platforms, 72.8%. It is more popular to know multiple no-code platforms than low-code platforms. The most well-known ones are Triggre, Bubble and Webflow.

Projects

No-code projects are very high in return-on-investment, averaging at 2560% and a mean ROI of 1200% for 34.2% of all projects. In addition, 91.9% of all projects earns back its investment within the first year. Implementation takes less than 3 months for 94.6% of all projects.

Outlook

Over three-quarters of respondents, 77%, indicate they will use no-code as much as possible or more than before in 2023. Agencies and freelancers are specializing more, focusing on specific departments and specific results such as cost savings, for no-code projects in 2023.



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About Acturity

At Acturity, it is our mission to help companies to use ICT resources effectively. We believe that ICT is not an end in itself, but a means to an end and must therefore be at the service of the objectives of the organization in which the ICT has been applied. Moreover, ICT resources are generally scarce and therefore also expensive. Using these resources as effectively as possible increases returns on investment and reduces complexity. This keeps ICT manageable and affordable. At the same time, unique business processes require a unique approach. Acturity realizes customized solutions for these processes. We only use no- and low-code systems, which allows us to deliver fast and to develop and maintain your solution at lower costs.



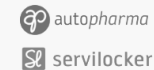
About Triggre

Triggre is an easy-to-use, affordable, fast no-code platform for end-to-end business applications.

Results

Customers who use Triggre get results fast:

- Over 1000% ROI on Triggre projects
- Greater business agility
- Increased speed-to-market
- Provide self-service to customers
- Improve profitability and cost savings
- Replace manual work with automation
- Introduce new products and experiences



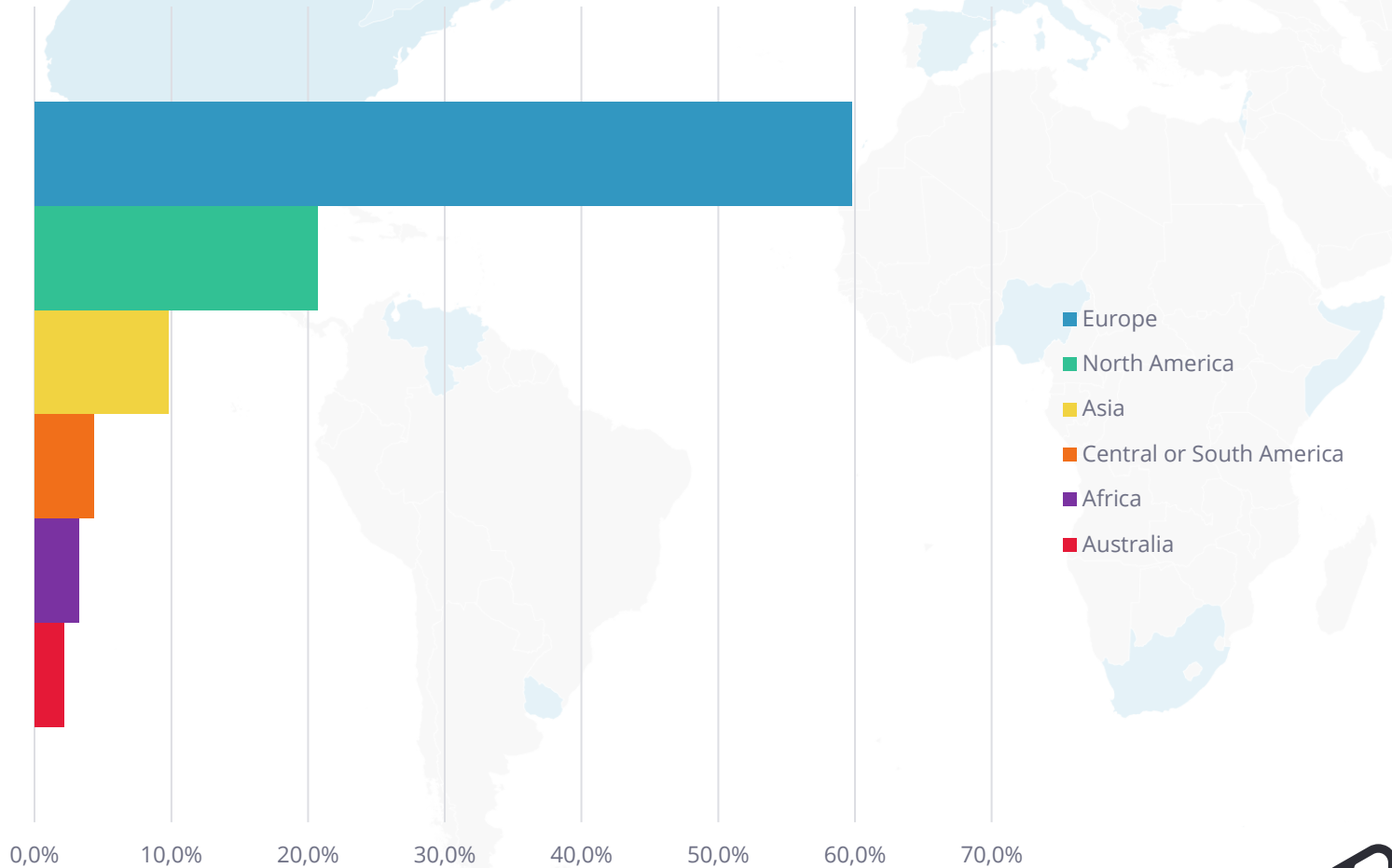


Demographics

Geographies, industries and company information

Respondents

People from 28 different countries across the globe have participated in this survey. By far the largest number of respondents are from Europe, 59.8%. The runner up is North America with 20.7% participation.



Insights

Europe and North America are by far the areas where no-code is most well known.

Europe & North America

For companies looking to use no-code automation this means there are plenty resources and agencies or freelancers that can help. Freelancers and agencies will have an easier time convincing prospective customers in these areas than others.

Central & South America, Africa & Australia

No-code automation is not yet very familiar in these areas. This means that companies can leverage no-code automation to a greater extent than in North America or Europe.

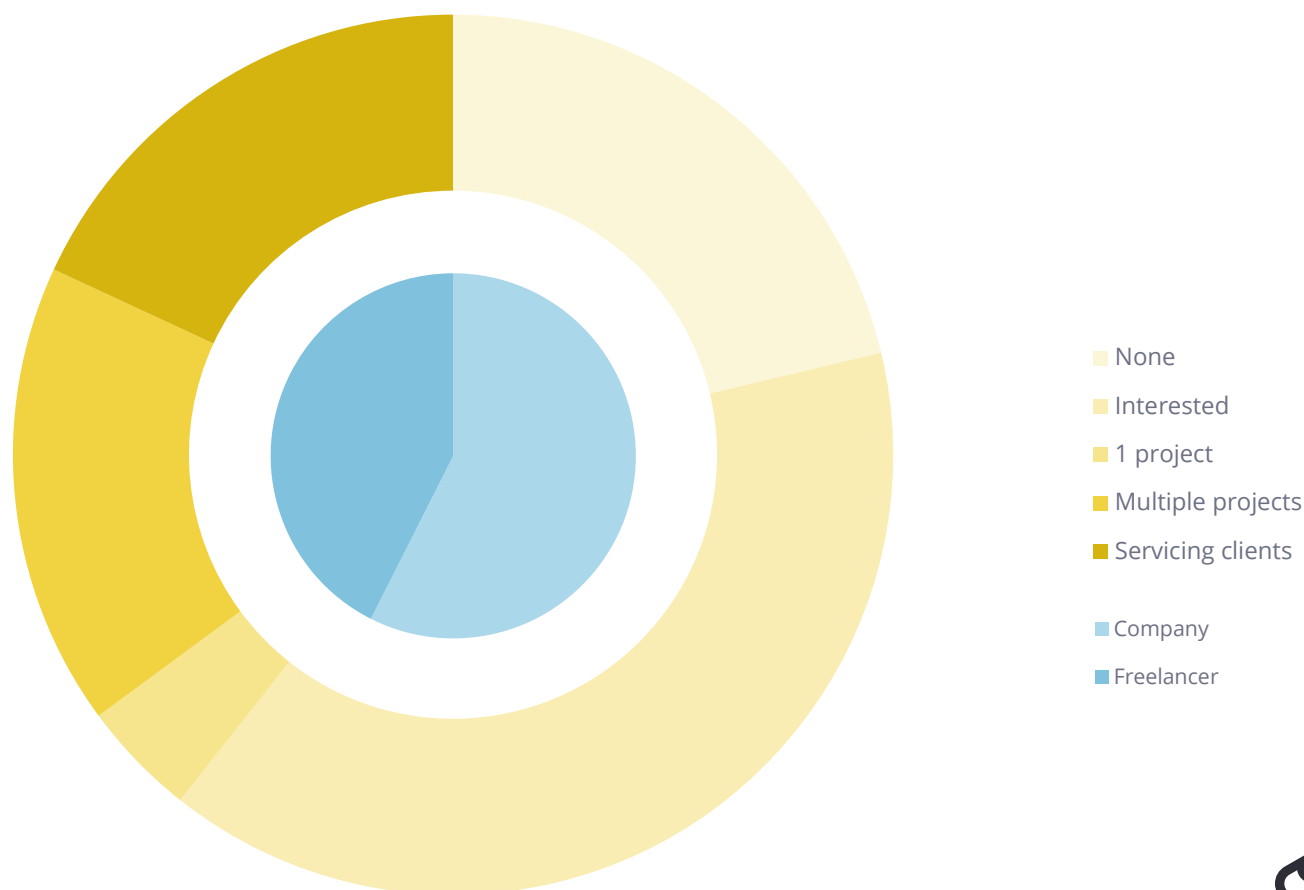
Freelancers and agencies here have a harder sell, though the impact of projects can be much higher than in other areas.



Experience level

Out of all respondents, 21.3% have no experience with no-code and 39.4% are interested in no-code. 4.3% have done a single project. 17% and 18.1% have done multiple projects and are servicing clients using no-code, respectively.

In blue, 43% of respondents are freelancers and 57% represent a company.



Insights

The distribution of freelancers and companies is about 50/50. Any further data presented about companies does not include freelancers.

Freelancers

For freelancers there is a lot of potential in no-code, with a high interest in no-code, but relatively low actual experience. Now is the time to get into no-code.

Companies

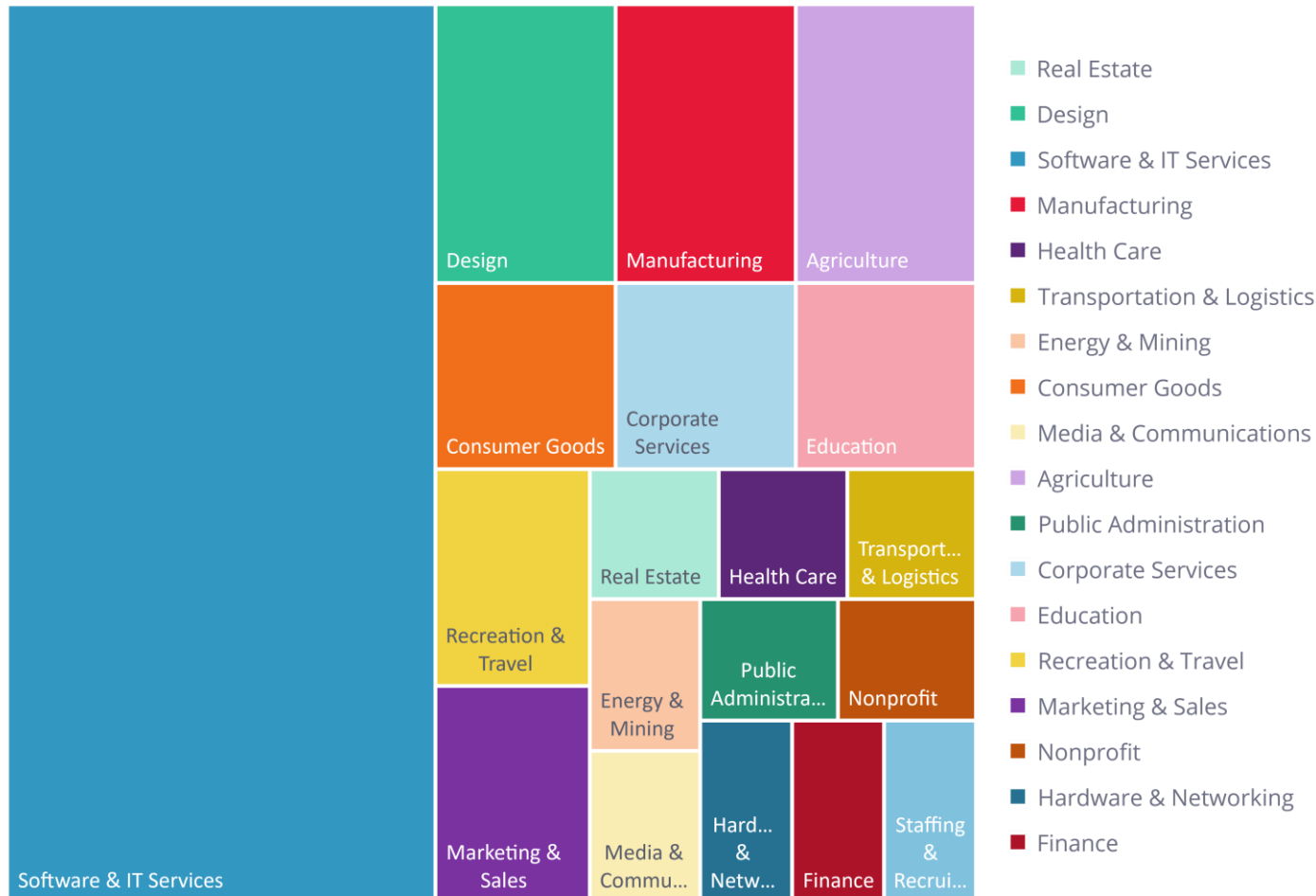
Whether servicing others or being a company from a different industry, the fact that many companies do not yet have experience with no-code provides a lot of opportunity.

Make sure to get no-code knowledge in quickly, to take advantage of the current momentum. Now is the time to beat the competition in this field, so you'll stay ahead in the coming years.



Industries

From all respondents, 44.2% came from the Software & IT Services industry. Together with Design and Marketing & Sales these industries have been the first to adopt low-code and no-code platforms.



Insights

Software & IT Services being the most prevalent among respondents could easily be expected.

Software & IT, Design, Marketing & Sales

These industries were the first to adopt no-code and low-code platforms. These frontrunners are great references for other industries. If you work in one of these industries, there are opportunities to connect suppliers and customers to your no-code automation, creating a networked organization with companies that are not yet using no-code.

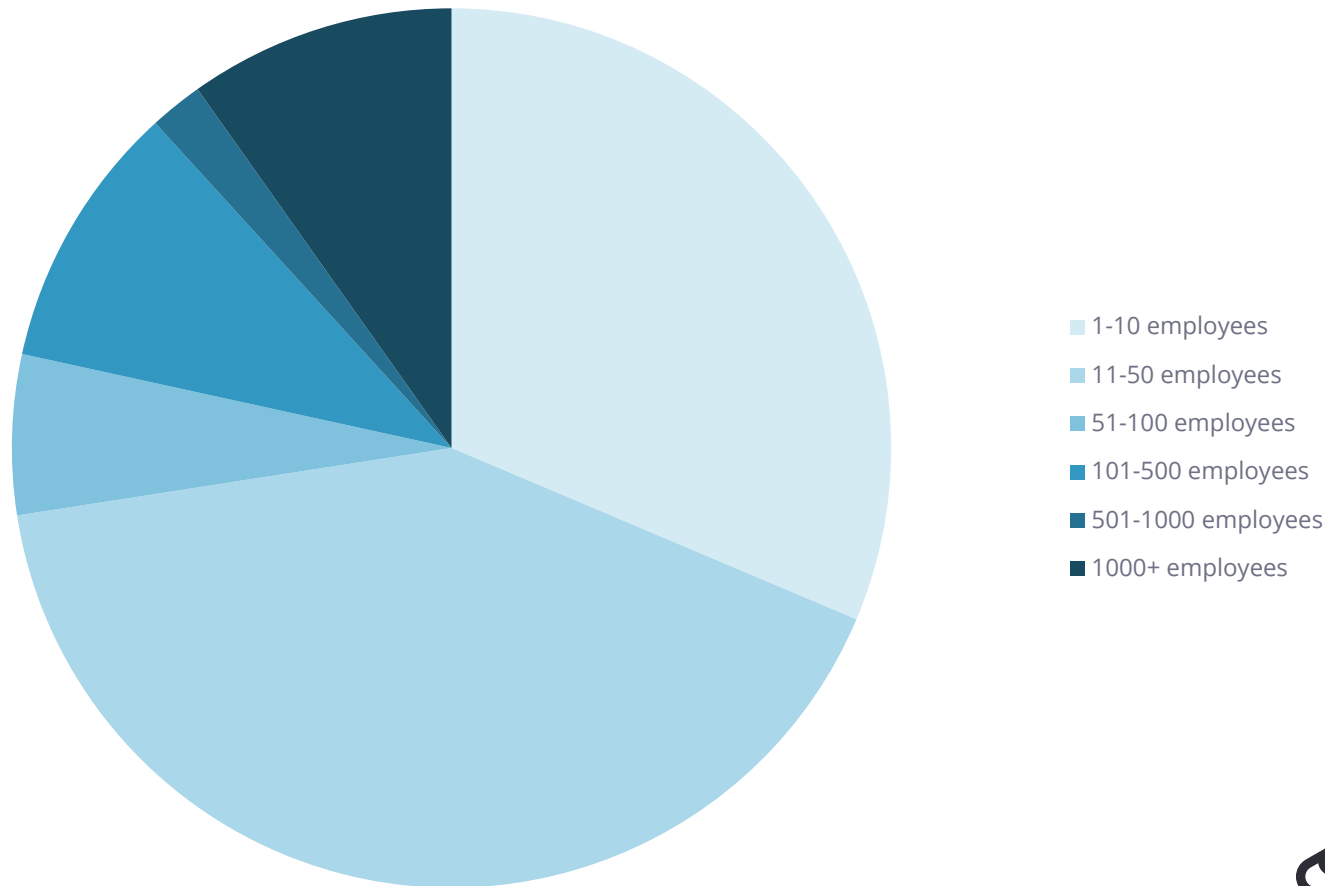
Other industries

No-code has not yet penetrated these industries, which provides a lot of opportunity. Finding partners in other industries to cooperate with, who do have no-code experience can be an easy step to get started with no-code automation.



Company size

Most companies that participated in our survey were between 11-50 employees, at 41.2% and 31.4% were 1-10 employees. The total number of small companies (up to 100 employees) is 78.5%. 10% were over 1000, another 10% 101-500 and 2% 501-1000 employees.



Insights

Smaller companies are currently more actively looking at no-code solutions than larger companies.

Small companies

For those smaller companies this means there is already quite some experience with no-code, both within other companies as well as with agencies and freelancers. This makes no-code already accessible for smaller companies.

Large companies

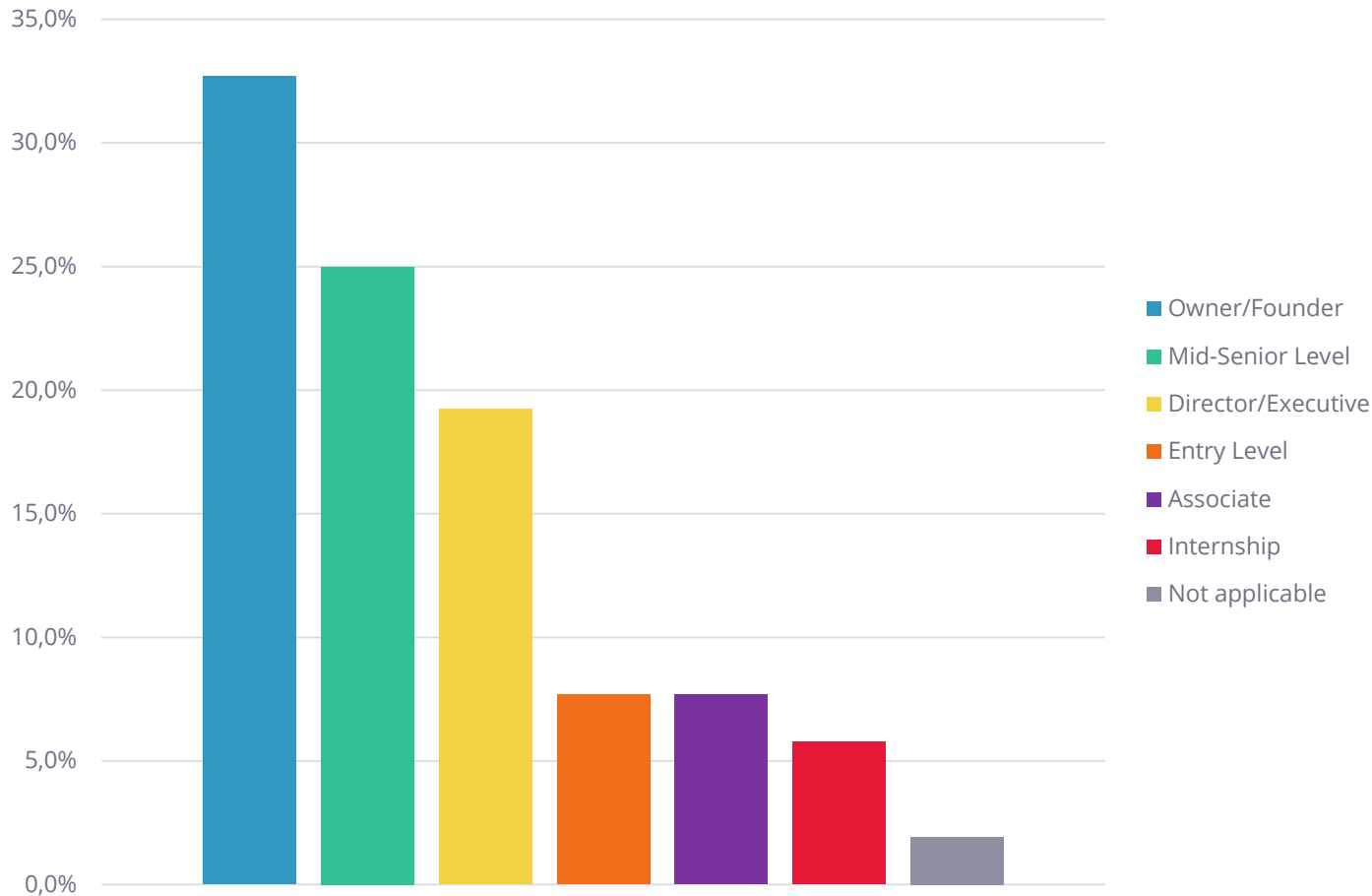
Larger companies can take full advantage of the fact that no-code is relatively unknown to them. The competition has very likely not even heard of it yet. Starting with no-code automation now, gives an early head start on maximizing competitive advantage.

Agencies & freelancers

If you are looking for your ideal customer profile, consider that smaller companies will on average be the easier sell since no-code is more well-known.

Seniority

Founders/owners were the largest group in the survey, followed by mid-senior level and directors/executives. In total, these roles represent 76.9% of respondents.



Insights

No-code automation is far better known among higher level employees than more junior levels.

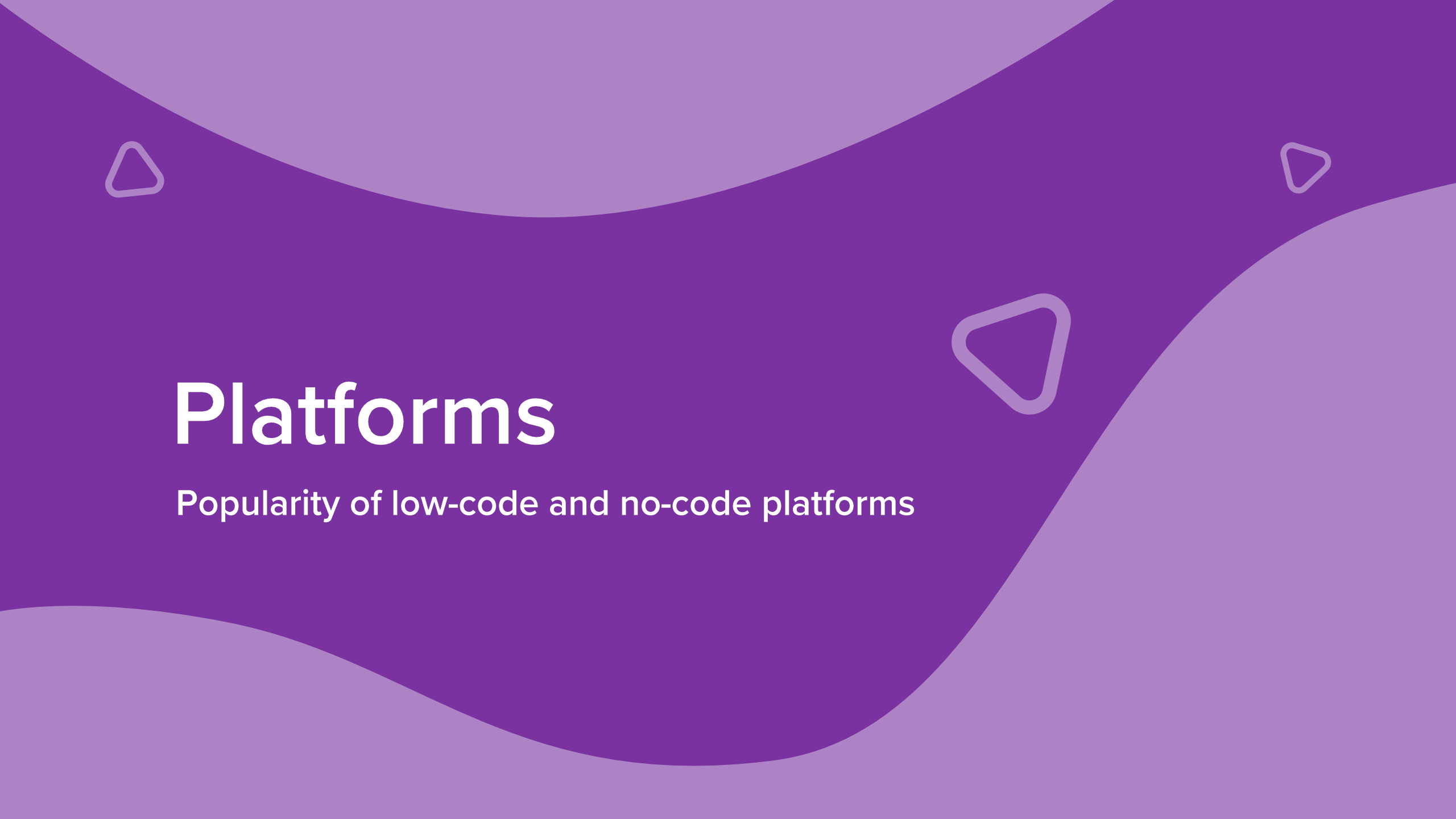
More senior roles

The more senior your role in a company, the more important it is to make sure that those that are in junior roles get to know about no-code. The junior roles are usually the more hands-on in companies, which means they can provide invaluable insights in how to use no-code in their company.

Junior roles

For junior roles, knowing about no-code is simply a giant advantage compared to their peers. If you are a junior in any company, learn a no-code tool that fits your department or ambition. Then start spotting opportunities to improve company processes using those tools. This will put you on the fast-track to the mid/senior levels immediately.



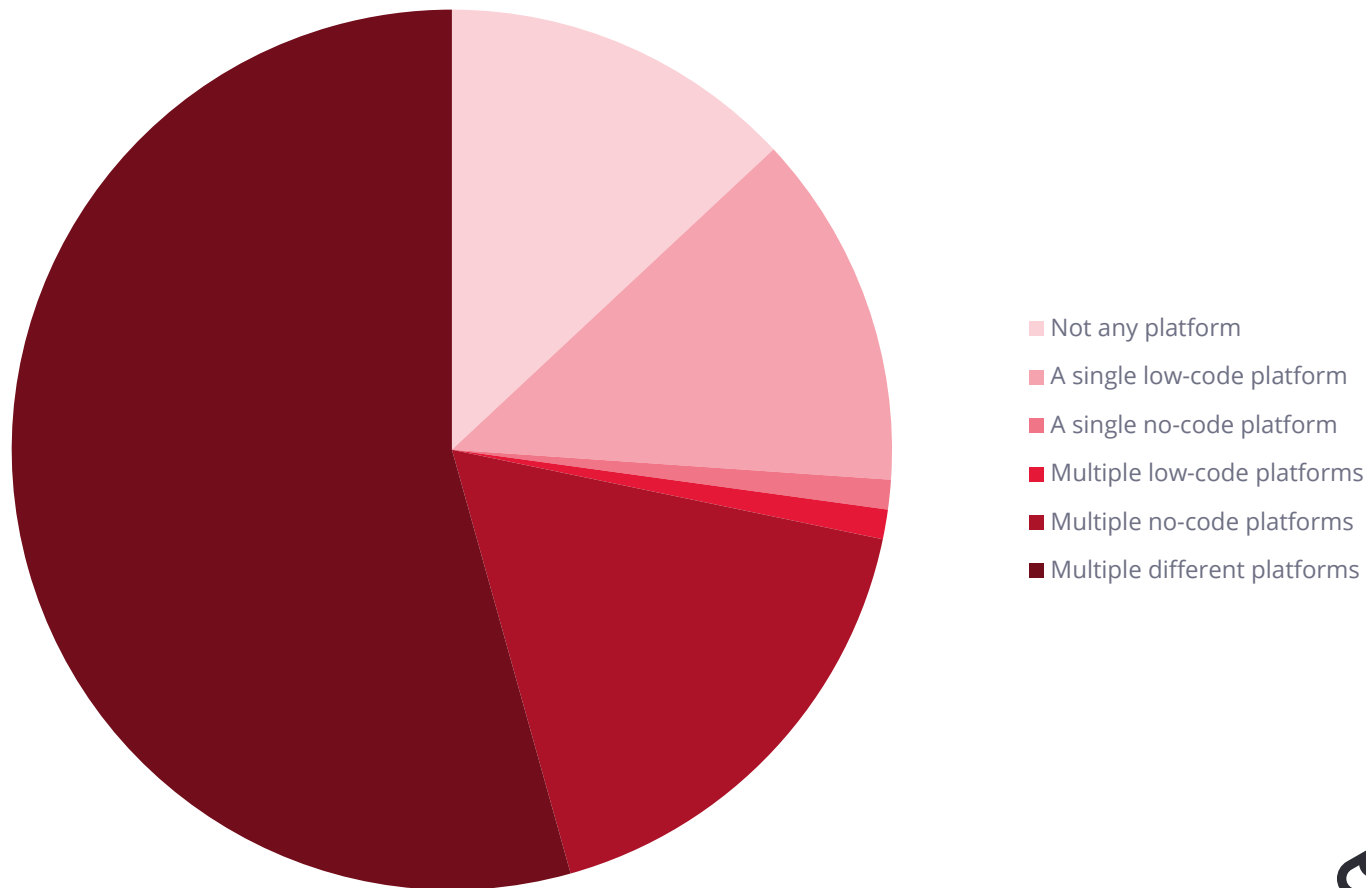


Platforms

Popularity of low-code and no-code platforms

No-code & low-code platforms

By far the largest group of respondents are familiar with multiple no-code and low-code platforms, 54.3%, followed by 17.4% who only know multiple no-code platforms. Being familiar only with low-code platforms was as unpopular as knowing only a single no-code platform, around 1%.



Insights

Most respondents are familiar with more than one platform, no-code being more popular than low-code.

No-code

Interestingly most people who are familiar with no-code, know multiple platforms. This indicates that no-code is usually specific to certain use-cases or markets.

It also implies that no-code platforms are easier to learn and use than their low-code counterparts.

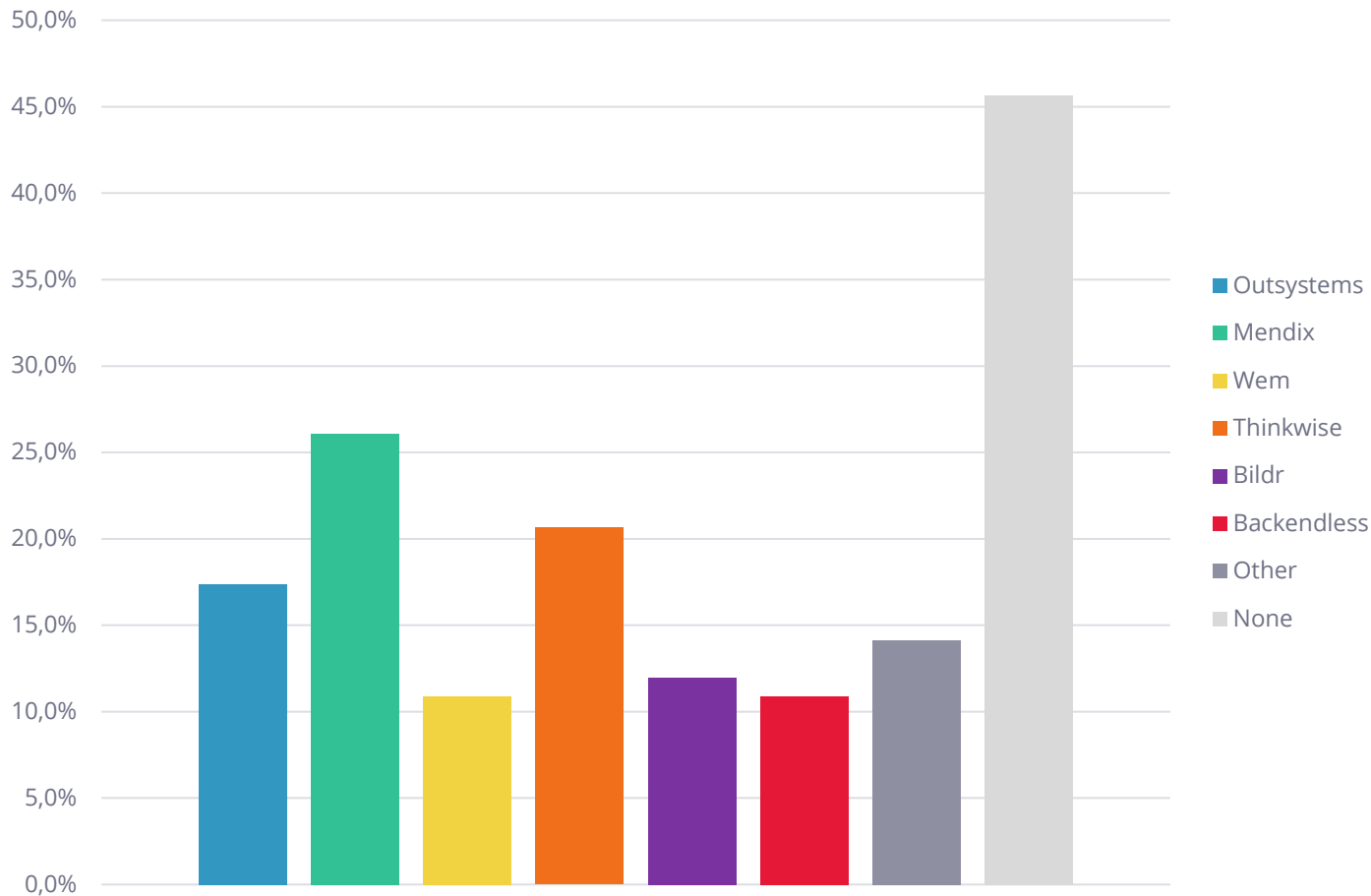
Low-code

While many people are familiar with multiple low-code platforms or a combination of low-code and no-code, a relatively large group only knows a single low-code platform.

This most likely is because in general low-code platforms are hard to master, even if they are versatile enough for several use-cases or markets.

Low-code platforms

Almost half of all respondents, 45.7%, had no knowledge of any low-code platform. Out of those who did, Mendix, Outsystems and Thinkwise were the most well-known.



Insights

While there is a lot of information around low-code in the software world, many people have no experience with any low-code platform.

Low-code platforms

One of the most important factors for the relatively low percentage of respondents who know low-code, is that it caters to those with a technical background.

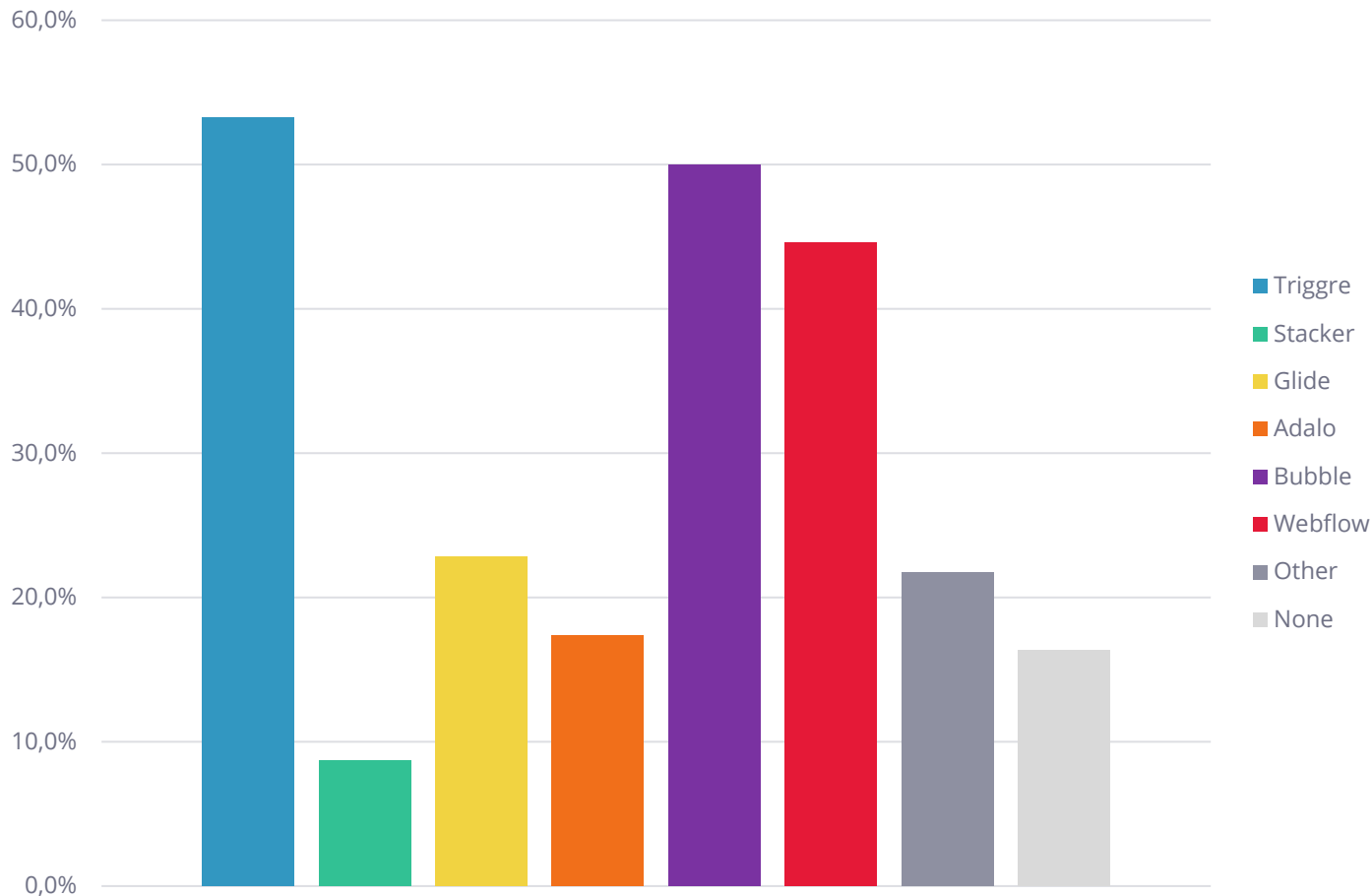
Another interesting fact is that most low-code platforms aim at the enterprise level, while most of the respondents in this survey are smaller companies.

Budget

The most likely reason for smaller companies skipping low-code platforms is the pricing. Most platforms are simply too expensive to buy and maintain without an enterprise level budget.

No-code platforms

Triggre is the most well-known platform among respondents, most likely because Triggre hosted the survey. Most people who are familiar with Triggre, are also familiar with Bubble and Webflow, and less so with other platforms.



Insights

Among respondents we see a clear preference for the more powerful no-code platforms such as Triggre, Bubble and Webflow.

Triggre

Internal applications, automated processes and B2B applications is what most of Triggre's customers use it for. A powerful platform, that has everything in a single solution. Pages, business logic, connections to other systems, reports, documents, etc.

Bubble

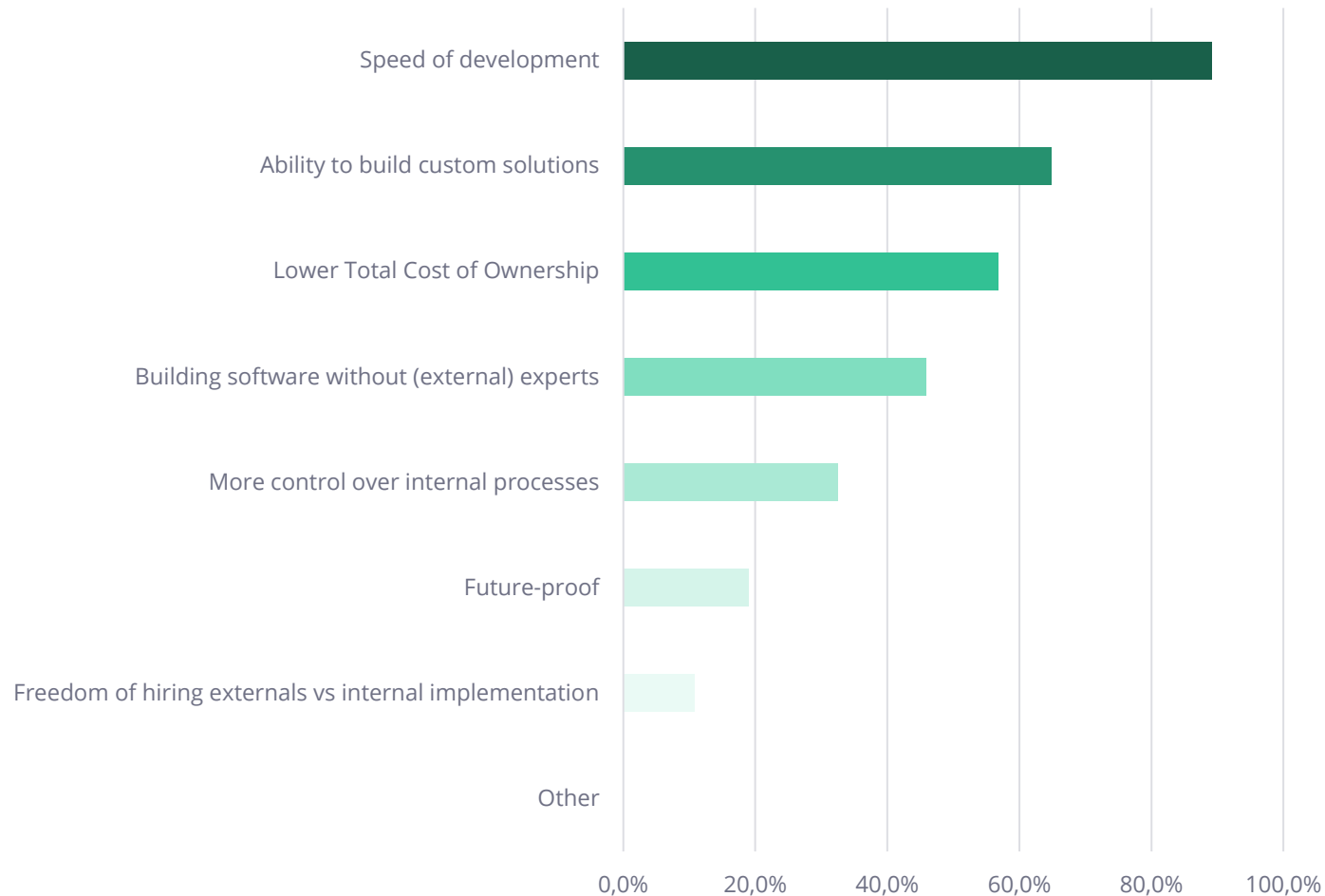
Mostly used in cases where business logic is less of a concern or handled by a different application. Allows for pixel-perfect designs, which makes it an interesting platform for B2C solutions.

Webflow

A very powerful and versatile no-code website platform that also allows for limited logic and content management, as well as e-commerce options.

Benefits of no-code

The listed benefits of no-code platforms show that for most respondents, speed of development, custom solution building and lower TCO are the most important benefits. No other benefits than listed here were named.



Insights

Over half of respondents valued lower TCO, speed of developments and building custom solutions over any other benefits.

Custom solutions, fast and affordable

By far the biggest advantage, listed by 89.2% of respondents, is the speed of development in no-code platforms. Custom solutions at 64.9% and lower TCO at 56.8% are the runners up.

Without experts

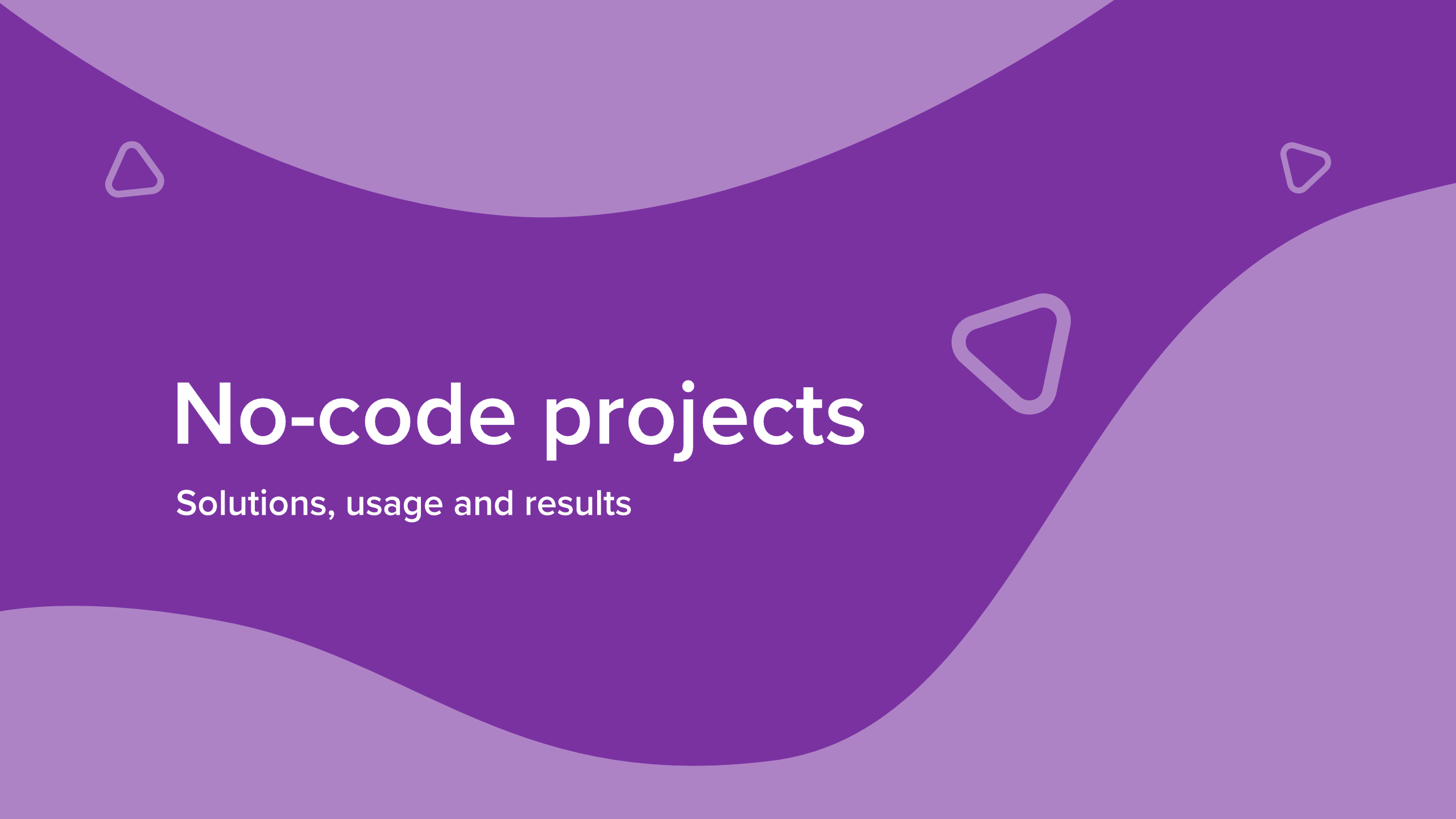
Many respondents in the survey also indicated that no longer needing experts is important.

In general, no-code platforms allow companies to find people without a technical profile for automation jobs.

Projects

Ultimately, when it comes to automation projects, this means that companies and agencies can get more projects done, at lower costs, faster by using no-code.



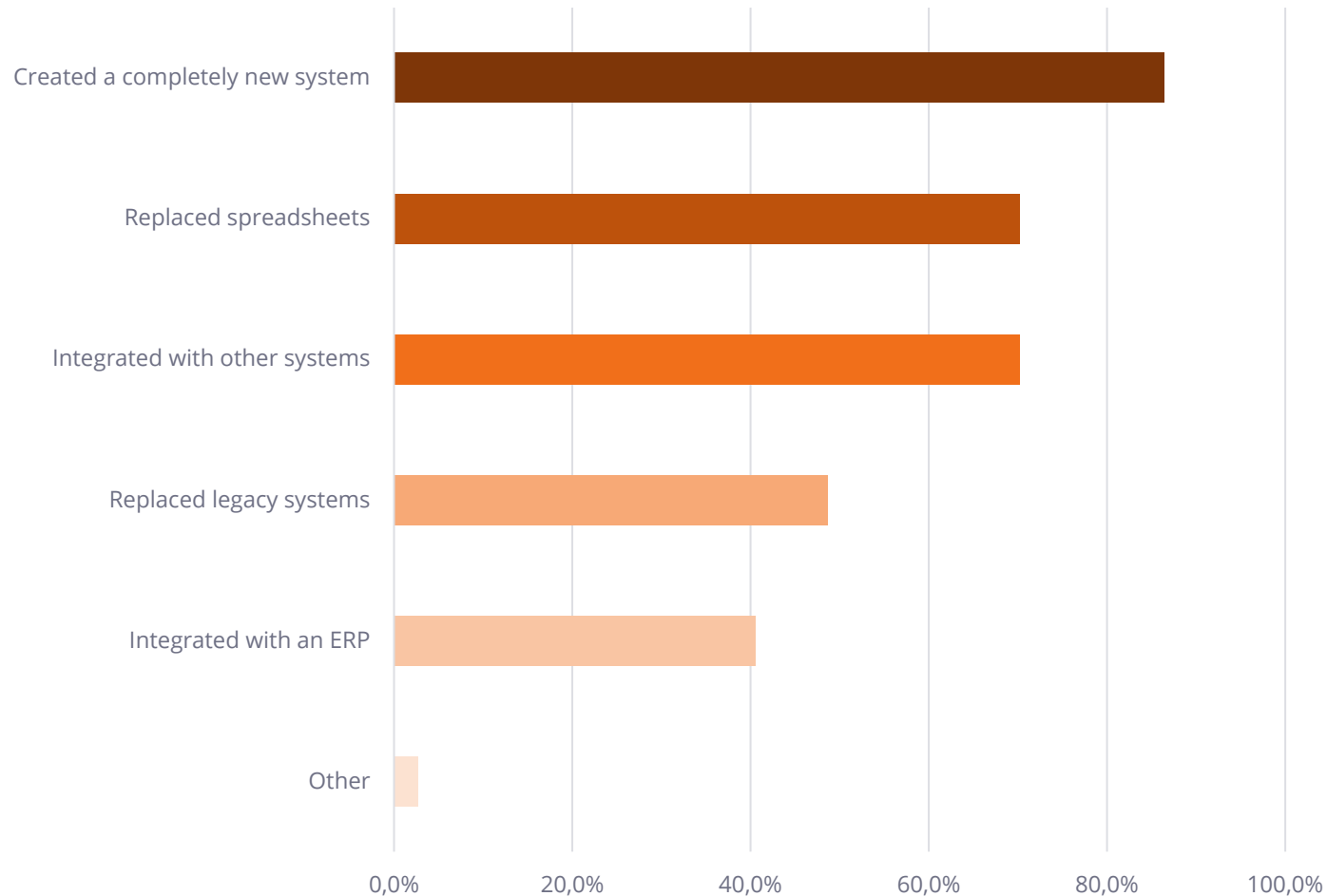


No-code projects

Solutions, usage and results

Solutions

No-code projects have been used to implement a wide range of solutions. The most common solutions are creating a completely new system (86%), replacing spreadsheets (70%) and integrations with other systems (70%).



Insights

Integrations and new systems are very popular ways to use no-code. The simplicity, speed and low cost of no-code platforms makes these solutions viable, where before they weren't.

New systems

Considering that replacing a spreadsheet is almost the same as building an entirely new system, new systems are by far the most built solution.

Integrations

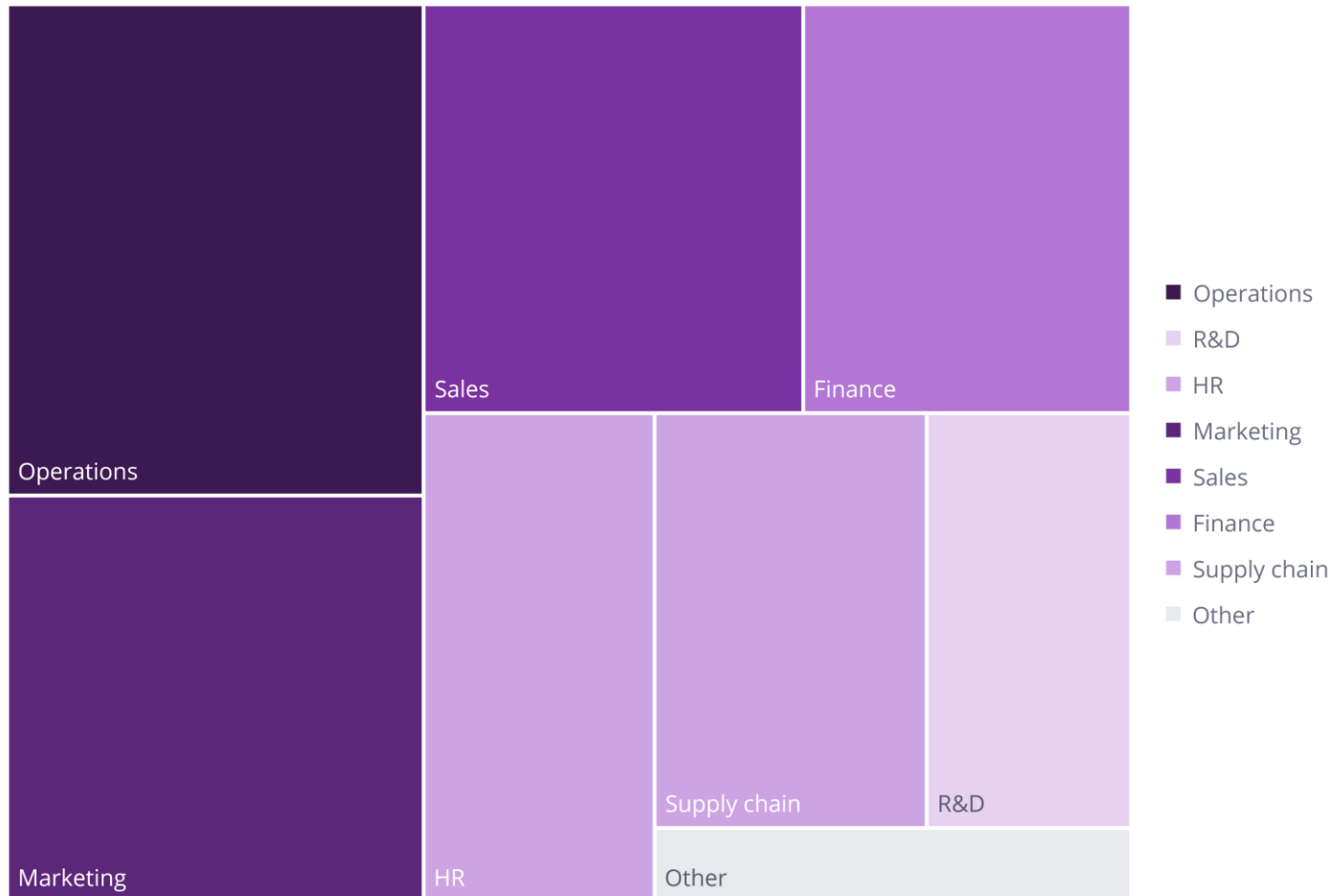
No software system lives in isolation and the fact that integrations with ERP and integrations with other systems in general score so high emphasizes this point.

There are many opportunities for no-code projects that connect existing systems to each other and creating or supporting an automated business process that runs across these existing applications.



Departments

No-code projects have mostly been done in the Operations, Marketing, Sales and Finance departments. Human Resources and Supply chain follow closely, right before Research & Development. Other departments are not very common.



Insights

Almost everyone in our survey, 86.5%, who has done no-code projects, has done so in multiple, different departments.

Adjacent departments

With no-code, companies can iterate very quickly to get results fast. This means that when you do a project, you very quickly get knowledge of the business process in a specific department.

Because business processes often run across departments, this knowledge can be easily used in adjacent departments.

Unique business processes

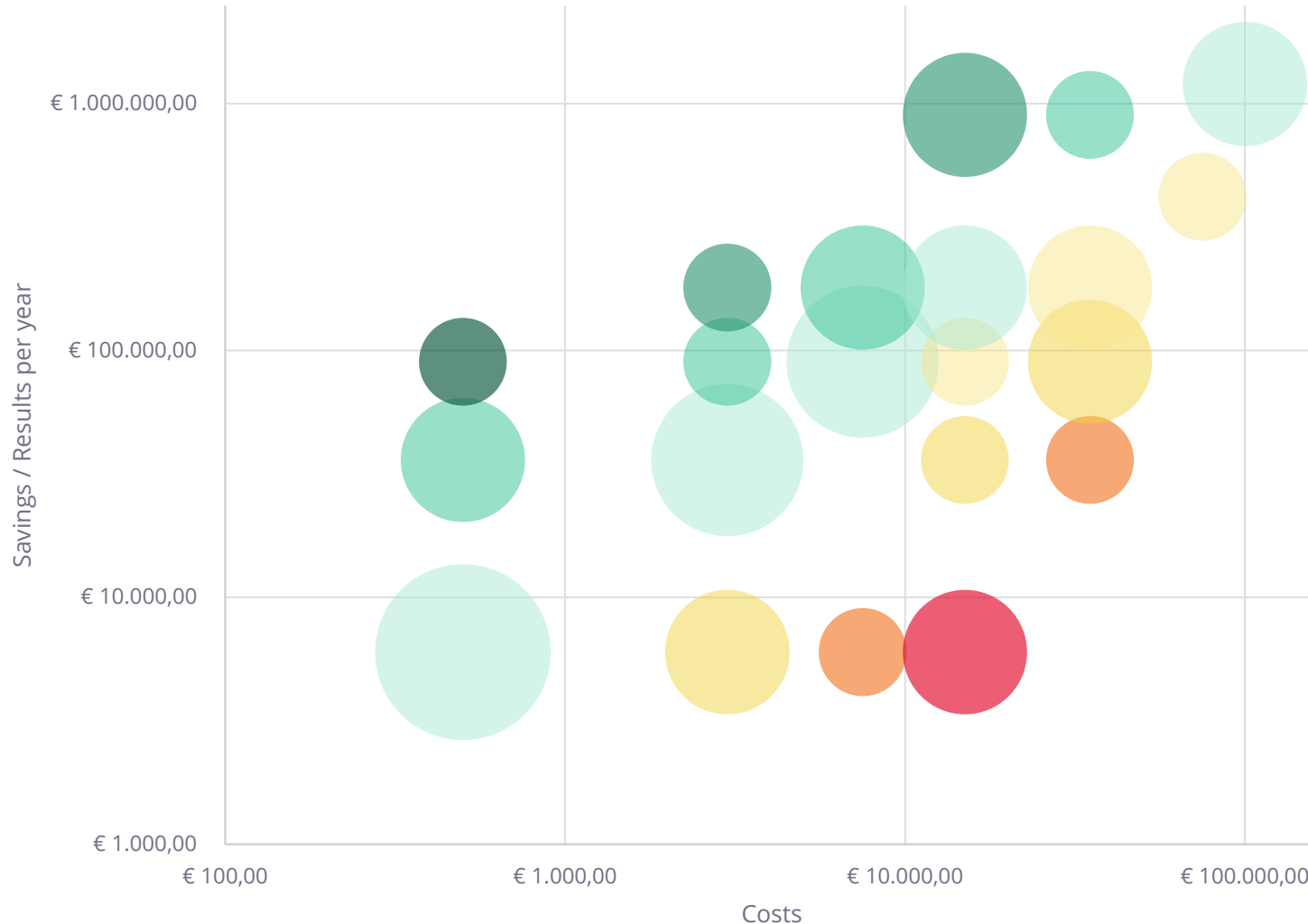
Most business processes look a lot alike, even across different departments, differing only in the details. With no-code, these differentiating details are easy and quick to implement.

Once a department has implemented an automated, custom business process, other departments can easily learn from this.



Return on investment

This chart maps the costs (horizontally) versus the savings / results (vertically) of no-code projects. The size indicates how many projects are in that category. The darker green, the higher the ROI, the deeper red, the worse. Note that the axes are logarithmic.



Insights

On average, 91.9% of no-code projects earned more in savings or revenue within the first year than the project had cost.

Stellar results

No-code projects are also incredibly profitable. The average profitability, measured as the percentage of results versus costs in a one-year period, was a stunning

2560%

The short implementation time is a big factor in the return on investment.

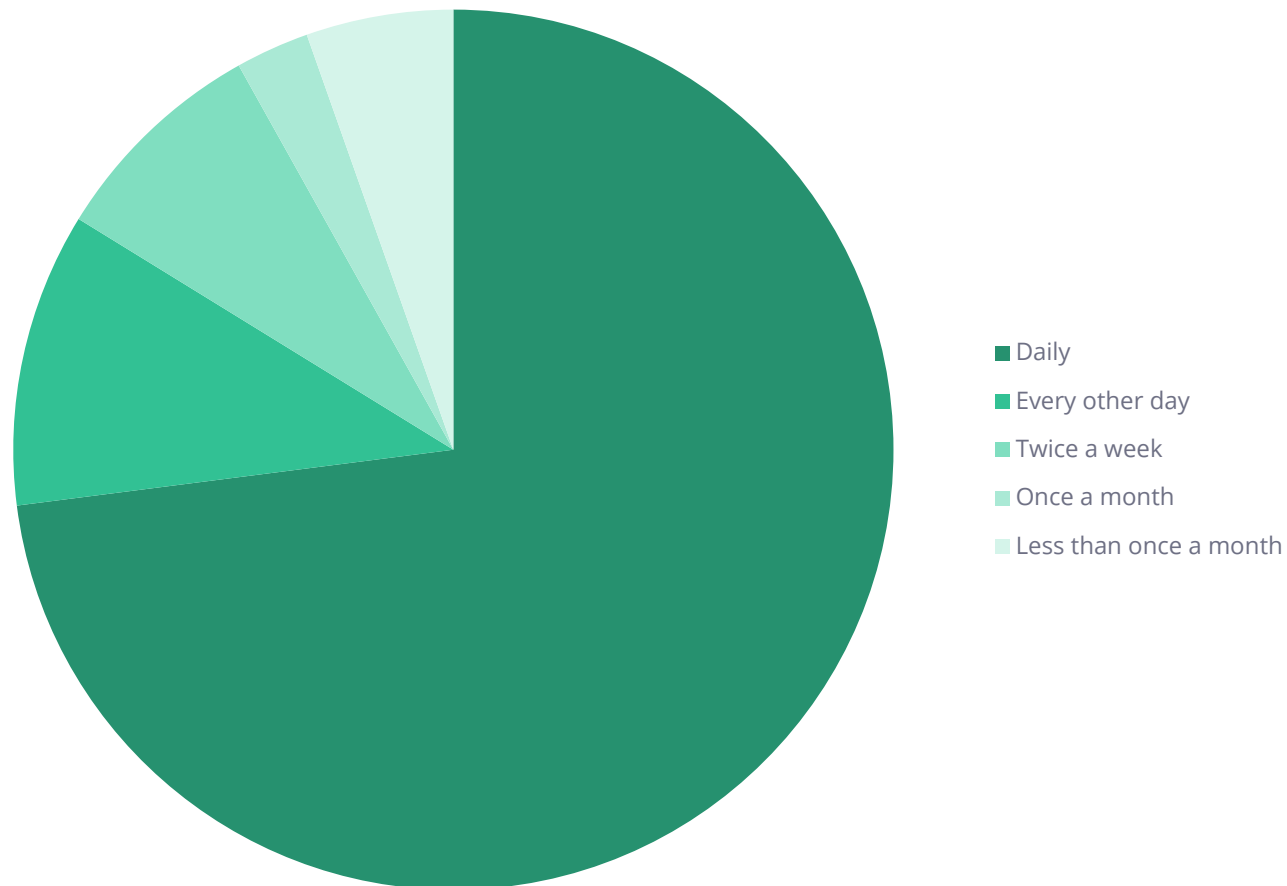
Mean ROI

The mean return on investment of no-code projects was 1200%, which 32.4% of projects reported. In short, no-code projects create an extreme amount of value for companies.



Usage

Close to three quarters, 73%, of all no-code solutions are used daily. 92% is used at least once a week and only 8% of all solutions are used once a month or less.



Insights

With well over 90% of no-code solutions used at least once a week, clearly no-code is used in areas of businesses where it counts.

Return on investment

With the return on investment reported by no-code projects, we can conclude that a key to the successful implementation of no-code projects is to tackle processes that are used very often. The possibility of such processes to yield a high return on investment is clear.

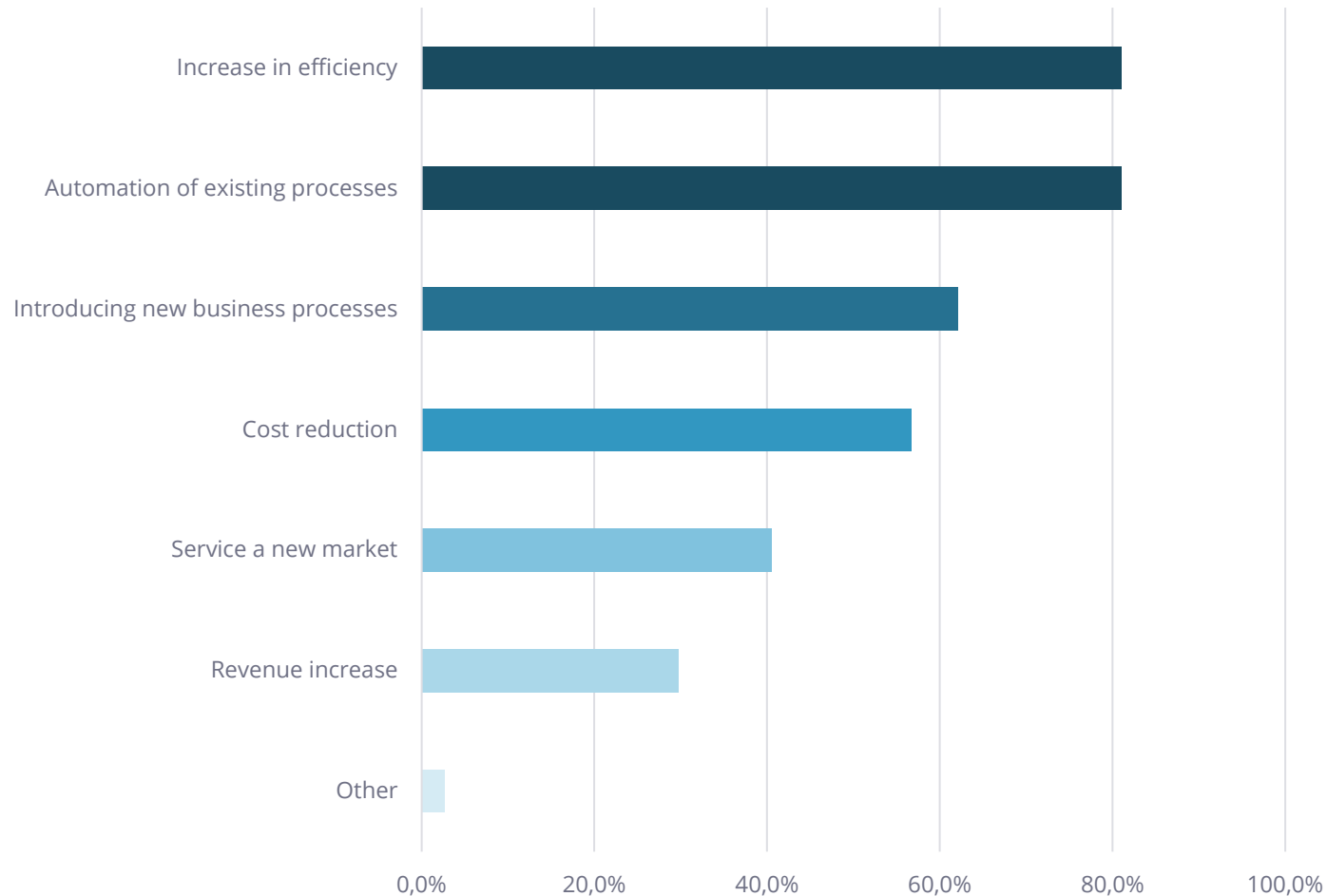
Business critical processes

While usage differs from solution to solution, the results show that no-code can be used in business-critical processes used daily very well.

In other words, no-code now has become mature enough to be used in such situations where reliability is key.

No-code project results

The number one result of no-code projects is shared between efficiency increase and automating existing processes, at 81%. The top four results are all well above 50% and are internal results.



Insights

By far most results of no-code projects focus on the internal organization.

Internal results

The top four are all internal results, which focus on improving the business from the inside. These are traditionally done by the IT-department or other technical departments.

External results

Servicing a new market, or increasing revenue are still under-utilized results for no-code projects. Usually carried out by marketing or sales departments.

Cross-departmental

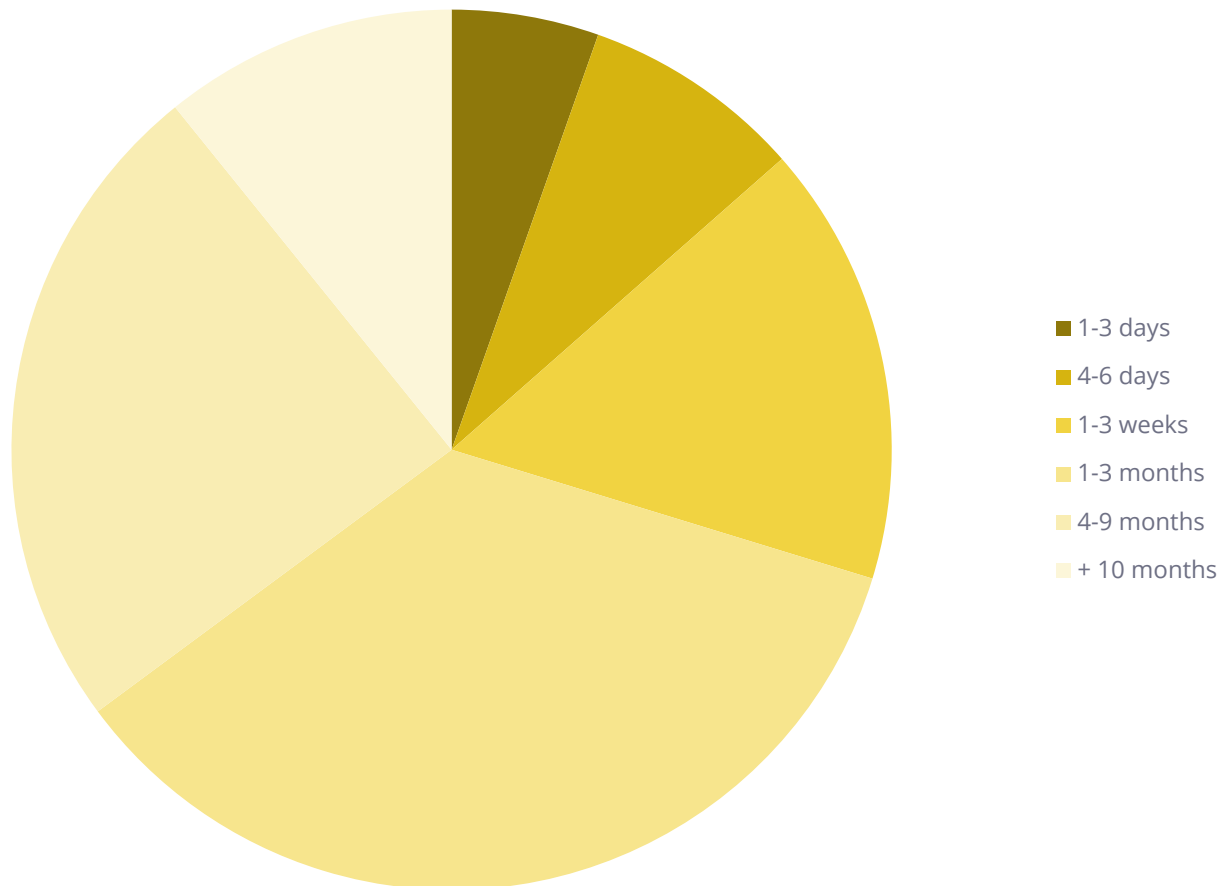
Departments that have more affinity with IT projects are the first to use no-code, which translates to more internal results.

A great way to bridge this gap is to look for projects that cross several departments. This way, the knowledge spreads to those without no-code experience quickly within a company.



Earn-back time

Almost all no-code projects are reported to be earned back within a year, with only a small amount taking 10 months or longer to be earned back. Almost 65% of all projects are even earned back within 3 months.



Insights

No-code projects are extremely fast in earning back their investments.

Within a quarter

With 64.9% of projects earning back their investment within a single quarter, many companies will be able to finance such projects from their operational expenses. Even companies that have to file quarterly results will be able to justify this very easily.

Within one year

The one-year mark is always an important one for investments. Any project that earns itself back within a year, is a very viable investment for any company.

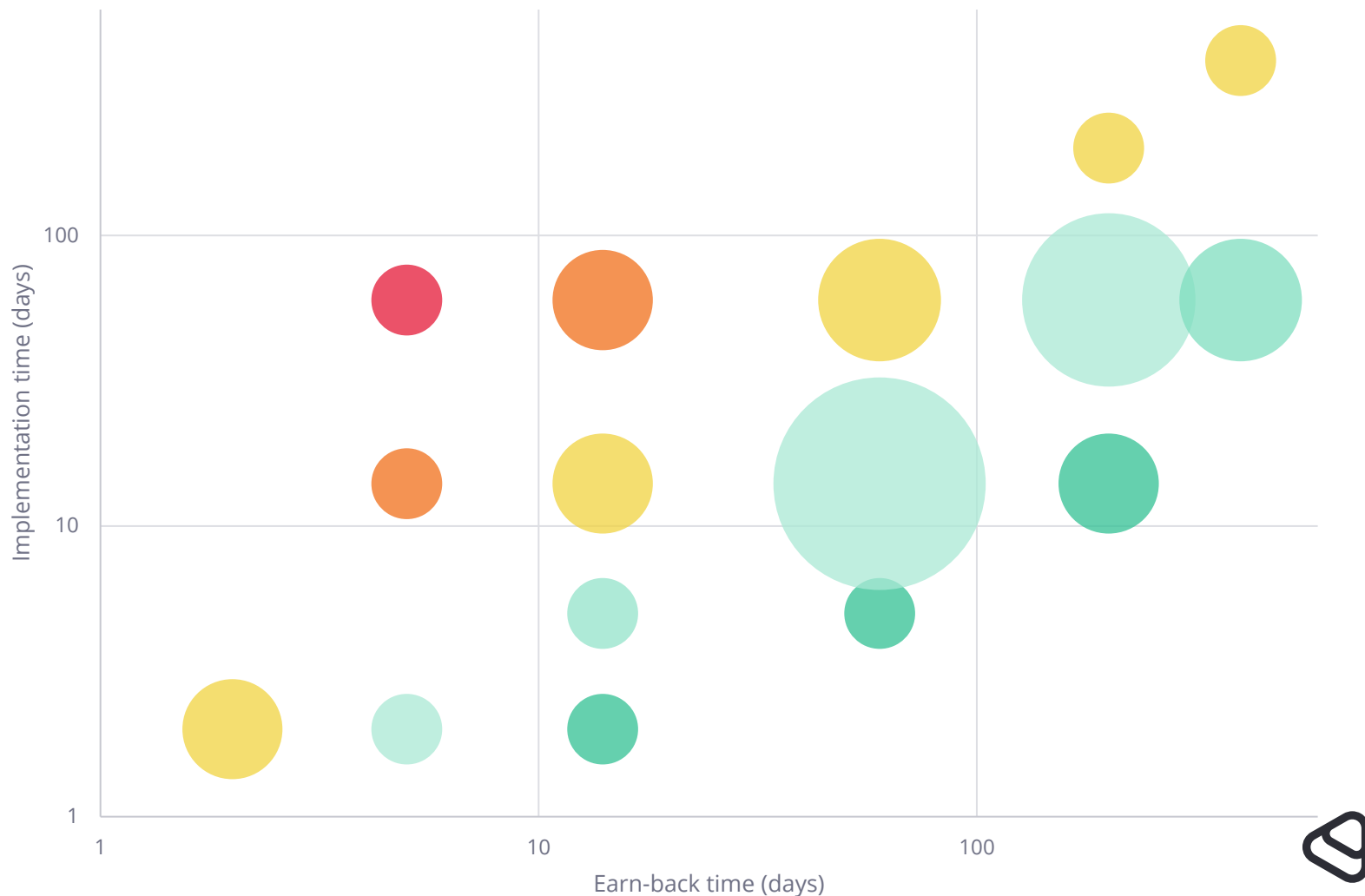
Business case

Make sure to include a good calculation of the earn-back time when trying to get a no-code project funded. Often people will assume it takes far longer to implement, leading to higher costs and longer earn-back times.



Earn-back versus implementation

Below is a mapping of the implementation time (vertical axis) versus the earn-back time (horizontal axis), grouped, in days. The size indicates how many projects fall within a specific group and the color shows the earn-back/implementation ratio. The axes are logarithmic.



Insights

In general, earn-back time and implementation time are fairly related: the longer it takes to implement, the more time it takes to earn-back a project.

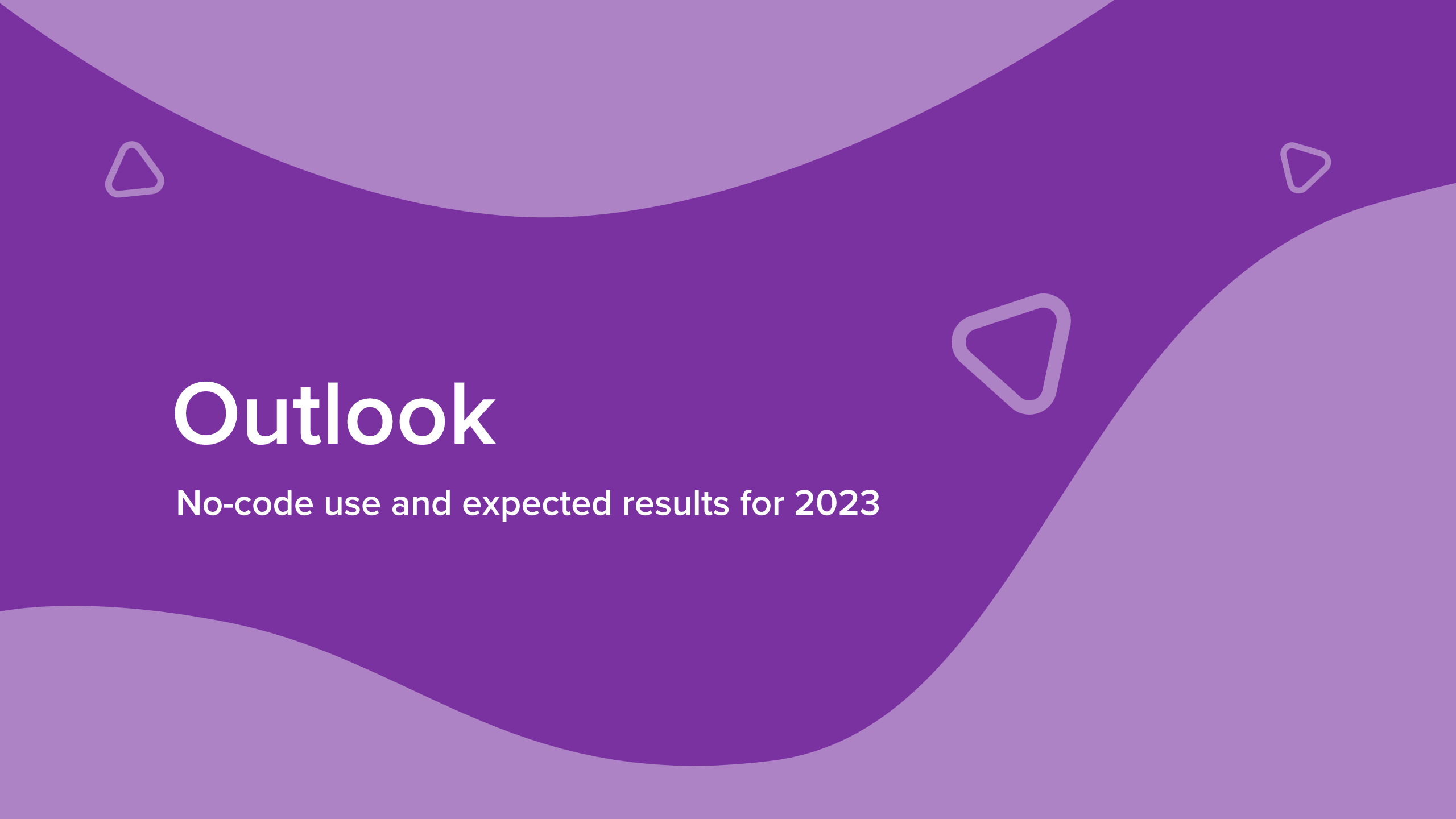
Sweet spot

Projects that take 1-3 weeks to implement have a very high chance (64%) to be earned back within 1-3 weeks. At 24% of all projects, this is the sweet spot.

High earn-back/implementation ratio

Out of all projects, only 10.8% have an earn-back time that is longer than the implementation time.

Almost two-thirds of projects have a shorter earn-back time than implementation time. This really shows how powerful no-code can be for businesses.

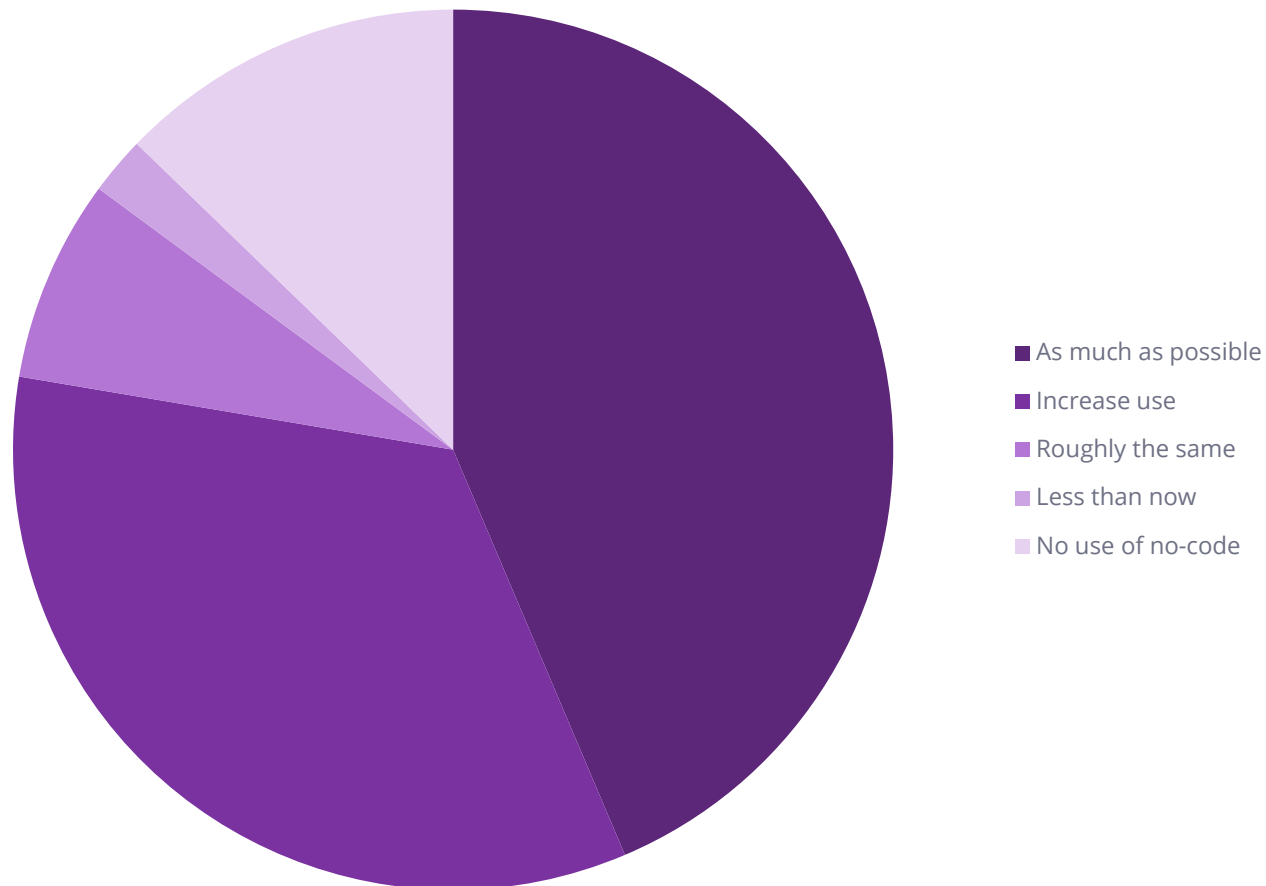


Outlook

No-code use and expected results for 2023

No-code usage

Most respondents, 77%, indicate that in 2023, they will be using more no-code or as much as possible. Only 2% says they will be using less no-code in 2023 than they have in 2022.



Insights

No-code is clearly on the rise with as many as 44% of respondents indicating they will use no-code as much as possible and 33% to use it more than last year.

Early days

No-code is still in its early days, and not many companies other than those that are technologically savvy, have even heard about it. Let alone grasped its possibilities.

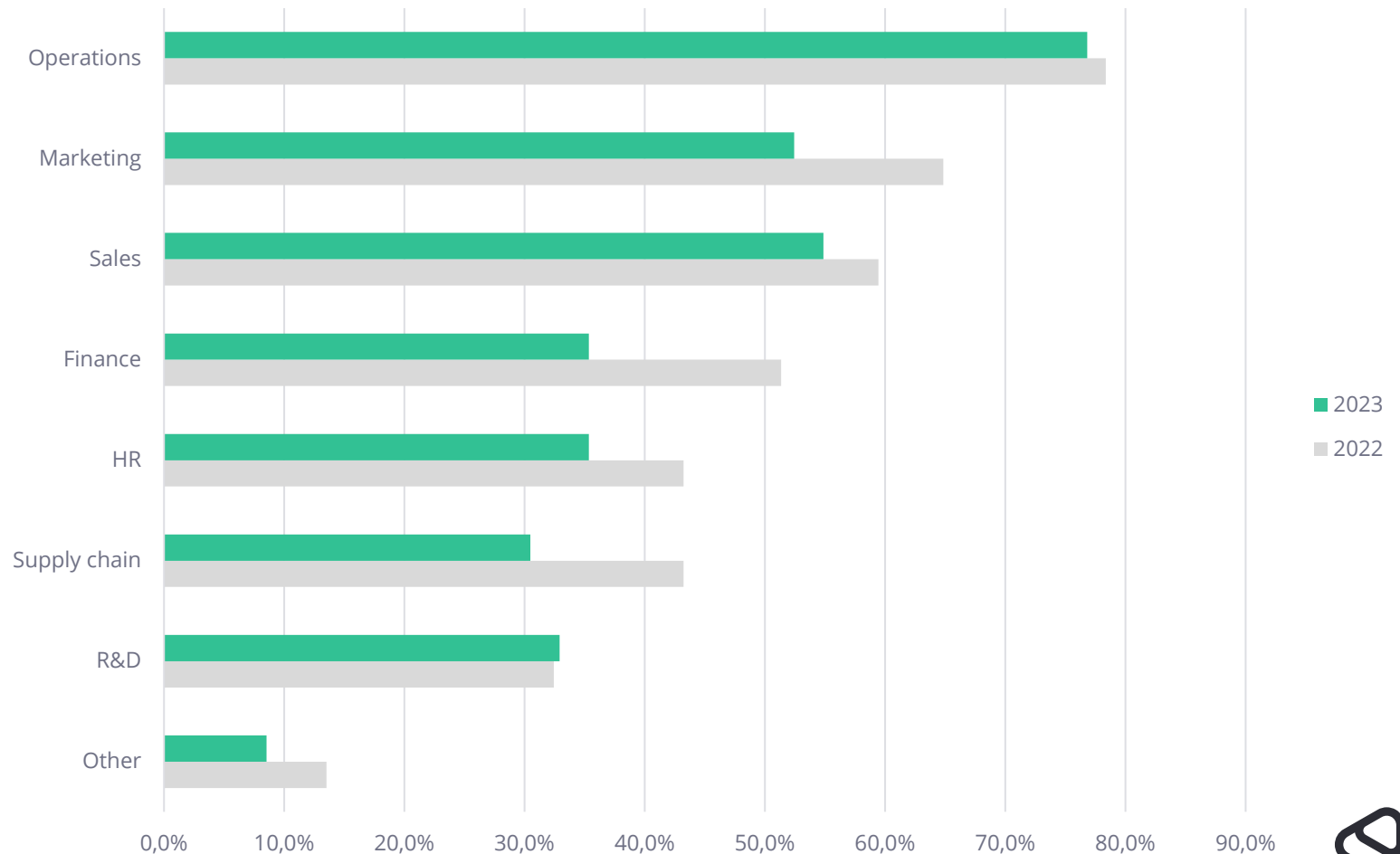
It is therefore still a really good time to jump onto the no-code wagon if you haven't yet used it.

Double down

Those people who have already gotten great results with no-code are all doubling down. This should give you enough confidence in no-code to jump in as well, even if you're currently only interested in it.

Departments

Respondents are focusing more on specific departments for no-code projects in 2023, as opposed to before. On average, respondents indicated focusing on 80% of the number of departments they focused on before.



Insights

With growing experience in no-code projects, we see that respondents expect to focus more on specific departments in 2023.

Specialization

The focus on specific departments is a logical step after companies and freelancers have become versed in no-code tools.

With a better understanding of the possibilities of no-code tools, which tools to use in which situations, companies can focus on those areas where they provide most value.

Projects

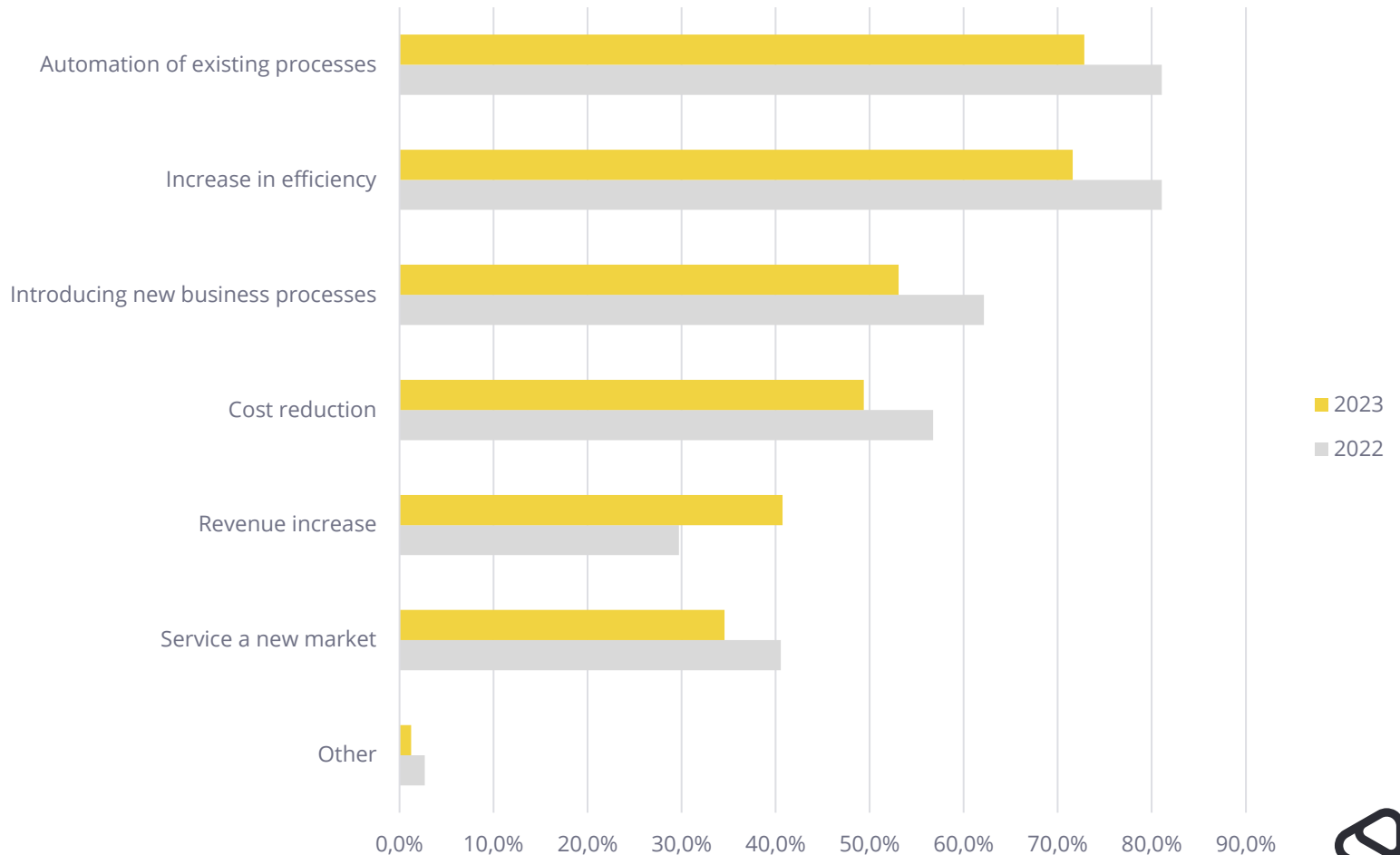
For companies that are looking to do a project and consider no-code, this means they can look for specialized offers from agencies and freelancers.

In 2023, it is less about the tool and more about the business results.



Expected no-code results

When we look at the results that respondents focus on for 2023, we see a similar focus on specific outcomes of no-code projects as for the focus on departments.



Insights

Respondents indicate to focus more on specific project results for 2023, instead of trying to achieve all of them.

Specializations

Businesses, agencies and freelancers are specializing into certain results in 2023, akin to department specialization.

Those respondents that had multiple different results in 2022, now expect to get fewer different types of results in 2023. They are specializing to do specific types of projects.

Revenue increase

The stellar increase in expectations regarding projects that increase revenue can be explained by the now proven lower costs of no-code projects. This allows companies to realize more revenue and no-code provides excellent return on investment to do so.

