



Capterra Recognizes UpMetrics in 2021 Shortlist and FrontRunners Reports

UpMetrics has been included in the software selection guide's latest Shortlist and FrontRunners reports, which are based on user reviews and ratings

SAN FRANCISCO (July 21, 2021) – UpMetrics, the analytics company advancing the way impact organizations collect and integrate data into their stories, has been recognized by Capterra, the world's leading software reviews and selection platform, in Capterra's 2021 Shortlist and FrontRunners reports. Both reports acknowledge companies that have earned a high number of positive ratings and reviews from real software buyers and users.

As one of the top companies recognized in the 2021 Capterra Shortlist, UpMetrics was scored on:

- Average overall recent user review star ratings
- Average monthly search volume for product keywords
- A minimum of 20 verified user reviews published within the last 24 months

As one of the top companies recognized in the 2021 Capterra FrontRunners report, UpMetrics was scored on:

- Usability: weighted average of user ratings for functionality and ease of use
- Customer satisfaction: weighted average of user ratings for customer support, value for money, and likelihood to recommend
- A minimum of 20 verified user reviews published within the last 24 months

"We are honored to be recognized in Capterra's 2021 Shortlist and FrontRunners reports," said Drew Payne, CEO of UpMetrics. "Knowing that a key element of the scoring methodology hinges on real user ratings makes this acknowledgement especially meaningful to us. We strive to ensure our analytics platform gives impact organizations the best solutions for understanding their outcomes and communicating their impact. Recognition from Capterra shows that we're delivering on our promise to our clients."

Capterra is part of Gartner Digital Markets, and is one of the global research firm's solutions enabling in-market software buyers to make confident decisions about technology purchases for their business.

About UpMetrics

UpMetrics brings clarity and focus to social impact organizations that feel an urgency to achieve their mission. Founded on a belief that numbers alone can't convey the value of a project or initiative, UpMetrics transforms streams of data into measurable information so that organizations can visualize and communicate their impact. The UpMetrics platform artfully blends quantitative and qualitative data functions, with customizable tools for collecting, understanding, and communicating impact—uniquely designed for the social sector by people who have built their lives and careers around doing social good.

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