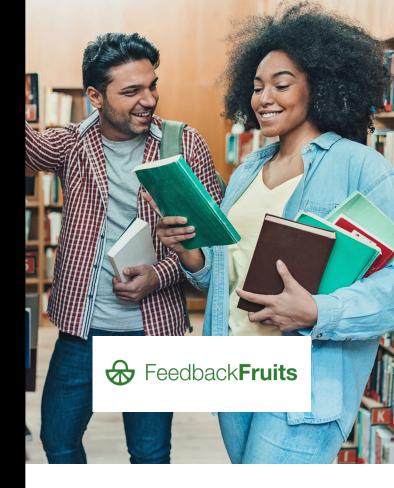# Growing with Anthology: FeedbackFruits Experiences Ongoing Returns on its Partnership Investment

The integration of FeedbackFruits into Blackboard Learn connects a like-minded audience and boosts visibility.

Founded in 2012, FeedbackFruits is an Amsterdam-based EdTech company dedicated to enhancing learning and engagement through student feedback and other interactive experiences. Its mission emphasizes the thoughtful application of technology to education.

**PRODUCT:**
LMS INTEGRATION TOOLS

**LOCATION:**
THE NETHERLANDS

**CLIENTS:**
100+ INSTITUTIONS WORLDWIDE

**ANTHOLOGY PRODUCTS:**
Blackboard LEARN

> The relationship is evolving and we see that growth in numbers, but also in the depth of the conversations that we are having.

**Ian Haugh**
*Chief Revenue Officer, FeedbackFruits*

anthology
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## FeedbackFruits' 15 listings in the Anthology App Catalog garnered 725 views in four weeks.

## The Challenges

Today's educational landscape is ripe for change and innovation. To grow its support of institutions innovating in teaching and learning, FeedbackFruits explored opportunities for integration with leading learning management systems (LMS). With plenty of options available, the challenge was to find and partner with one offering a flexible, proven, and engaging solution backed by a trusted name.

## The Solutions

As FeedbackFruits worked with clients using various online learning platforms, Anthology's Blackboard® Learn LMS stood out as being particularly aligned with FeedbackFruits' philosophy. "One of the reasons why we like Blackboard customers is they're very intuitive and understanding of the pedagogical value that can be offered within a learning management system," said Ian Haugh, chief revenue officer at FeedbackFruits. Consistency through migrations and easy integrations were also major advantages.

So, when FeedbackFruits was re-evaluating its strategies for marketing and lead generation, the Blackboard Learn users segment became a top priority. Joining Anthology's **Integration Partnerships** program would enable the full integration of FeedbackFruits products with Blackboard Learn and boost the company's visibility to a receptive audience.

FeedbackFruits' partnership with Anthology initially began at the developer network tier in 2019. This tier included a listing in the app catalog, where users can search for and browse integrations in the Blackboard Learn ecosystem. It also came with access to the Anthology Community, where the company promotes events, shares content, monitors mentions of FeedbackFruits, and gathers insights into preferences and trends. Leaders quickly saw the benefits of connecting with a ready-made, large group of higher education professionals with a similar "pedagogy-first" mindset about education technology.

# Stepping Up to the Next Level

The initial partnership brought enough advantages that FeedbackFruits decided to invest in the bronze partnership tier in 2020. This added more marketing benefits, plus an assigned partnership manager and a review of business activities to maximize the relationship.

FeedbackFruits also took the opportunity to sponsor the user conference in 2021, which was held in a virtual format due to the pandemic. The sponsorship included a tool to match the company with attendees, a virtual display booth, and dedicated networking activities where FeedbackFruits shared resources on effective pedagogical practices. They also presented use cases of interest to higher education attendees, including one on optimizing learner engagement with peer assessment.

In addition to collecting several qualified leads, "we really appreciated the high attendance and participation, as well as the diverse modes of connecting with the attendees," said Monika Dybalska, event coordinator at FeedbackFruits.

> ❝ [The user conference] definitely boosted our exposure and helped us nurture existing relationships with customers. ❞
>
> **Monika Dybalska**
> *Event Coordinator, FeebackFruits*

# Leveraging Anthology Connections and Community

As a small startup company, the bronze partnership tier was a major investment for FeedbackFruits. But FeedbackFruit's leaders were impressed with the results they were seeing as well as the responsiveness from Anthology regarding their questions, feedback, and changes — no matter how small. In 2021, Blackboard merged with Anthology and expanded the customer base and reach of the partnership. These factors convinced FeedbackFruits to invest further, moving up to Anthology's silver partnership tier. "We have a mutual understanding and collaboration," said Haugh. "This is working — we want to re-up and move forward."

Leveling up to the silver partnership tier opened the door to expanded FeedbackFruits and Anthology joint marketing opportunities designed to highlight products and expertise.

# Insights Delivered

In the first combined webinar with Anthology in April 2022, "we wanted to utilize the Blackboard Learn community because our speaker was from a Blackboard Learn university," said Irmak Ozgenoglu, marketing manager at FeedbackFruits.

Highly targeted promotion efforts drew the attendance of key decision makers from higher education institutions and other organizations leveraging the platform.

## Webinar: Future-Proof Digital Teaching and Learning Ecosystems: How to Personalize Online Learning in Higher Education

Anthology sent promotional emails to its own curated list and one email to the FeedbackFruits list.

**40%** of registrants attended live.

"The quality of the attendees was really, really high"

Irmak Ozgenoglu, Marketing Manager, FeedbackFruitsmakers

Encouraged by the results, FeedbackFruits held a second webinar in November 2022. The topic was learning design and targeted a larger audience.

**5X** This event attracted five times the number of the first webinar, with over half of the attendees resulting from emails sent by Anthology through its targeted list.

## Webinar: Growing Student Success Through Learner-Centered Course Design

Two Anthology emails, plus FeedbackFruits promotional efforts Compared to the most successful webinar FeedbackFruits previously hosted on its own, the company saw significantly greater results, including:

**70%** increase in registration.

**13%** increase in new market-qualified leads.

# Furthering Education Together

For FeedbackFruits, the benefit of the Anthology partnership is about more than just the numbers — it's about being part of a larger community dedicated to mapping the future of education through a mutual learning process. "Anthology is really trying to move education forward collectively," said Haugh. According to Haugh, the partnership supports institutions and vendors working together on solutions that create value.

In that sense, the partnership mirrors FeedbackFruits' product model. "We are literally growing with the Blackboard Learn community itself," said Ozgenoglu.

FeedbackFruits continues to contribute to the Anthology Community and plan marketing events through the partnership as an integral part of its strategy for growth and development. "When we started, this was a major investment for us," said Haugh. "For this to have worked so well — it's just been a joy. And we're excited about the future."

## Epilogue

Anthology's Integration Partnerships offer EdTech businesses of all types and sizes the opportunity to benefit from visibility and access to a robust and growing community of learners, educators, and administrators around the world for free through the community partnership tier. Paid tiers provide a steppingstone to accelerated growth and development with additional benefits. At every step, Anthology is an engaged and responsive partner.

Learn more about **Anthology Partnerships,** and find out which one is right for your business.

" Anthology's partnership with FeedbackFruits shows that working together brings benefits to businesses as well as learners. Our community and the breadth of our offerings enable Anthology clients to integrate with the best of EdTech to ensure their learners and educators are fully empowered to achieve their goals. "

**Mary Gross**
*Vice President of Partnerships*

Products highlighted in this success story:

**Blackboard** LEARN

anthology
Advancing Knowledge

Learn more at **anthology.com.**