# StackAdapt Reports Development Productivity Boost After Implementing Swimm

"It's a huge win discovering documentation. Being able to see the docs through the extension completely shifted the way people find things. We can find things in the normal flow with zero disruption."

**- Jack Yiu , Lead Software Engineer, StackAdapt**

## About StackAdapt

Toronto-based StackAdapt is a revolutionary advertising platform used by digital marketers worldwide. The platform combines artificial intelligence with user-friendly design to create a positive experience for the many marketers who now rely on it. The solution's self-serve model makes it easy for marketers to create campaigns that work.

### Overview
StackAdapt helps digital marketers create winning campaigns with minimal effort.

### Challenge
Organizing StackAdapt's documentation by creating an easy-to-use knowledge base that updates in real-time.

### The Solution
With Swimm in place, StackAdapt's engineering team has boosted productivity and improved the onboarding experience.

> Having higher-quality documentation has been a productivity boost, and this is paying off now as people are contributing to projects created after Swimm was introduced.

## The Need: Reduce Loss of Information for the Engineering Team

Before Swimm, StackAdapt used GitHub and MD docs for documentation. They also had a wiki. But this documentation was primarily for onboarding. When it came to documenting code, there was a significant gap in the legacy parts of their codebase. This gap meant they found their documents were often out of date, making it next to impossible to improve their documentation process.

Trusting documentation was a concern for StackAdapt's teams before Swimm; documentation was always outdated, and engineers would question whether even to bother to review it. This led to StackAdapt's biggest pain point: lacking trust in documentation altogether.

Turnover was also an issue for StackAdapt. When an engineer left, months of valuable knowledge and experience went out the door. Crucial information about a product was rarely written down, and even if it was, it became outdated very quickly. The team constantly had to spend time doubling back on information that a long-gone team member had taken out the door.

> "It happens very organically as we see one person share the documentation they wrote. Other reviewers see it and notice that we're making Swimm Docs. So it spreads in a very organic way for the systems we use."

## The Solution: Documentation With Swimm

In the summer of 2021, StackAdapt worked with Swimm to create a central repository for their documentation serving their growing team of engineers. The result has been a well-organized, centralized hub of information that saves time and empowers the team to help each other.

StackAdapt's team can quickly see how a feature works simply by reviewing snippets of code. Using Swimm's GitHub integration has been instrumental because it reminds them to update the docs. "With Swimm, it's super seamless. I really like the slash command. You can just add a link to basically any of the Swimm docs. You can build this web of knowledge, which I think is awesome."

## StackAdapt Saves Countless Hours During Engineering Onboarding

Swimm has transformed the way StackAdapt brings new team members up to speed with Swimm. They are saving countless numbers of hours for each engineer they are onboarding by creating documentation that explains what a new team member needs to know. And then they create Swimm Playlists with those docs for onboarding. One StackAdapt engineer shared that the Playlists saved him hours "instead of bothering someone to ask them a thousand questions."

## Finally Understanding Legacy Code

Knowledge sharing is key with a growing codebase, and StackAdapt has been creating documentation for their legacy code. Using Swimm, they've also been able to ramp up a knowledge base for each new piece of code the team writes, updating documentation every time the code changes, and whenever they are fixing any bugs or adding new features. Streamlining the documentation process has given their larger team a better understanding of how their legacy code base works.

## ✨ Discovering Documentation Right Next to the Code

Before Swimm, documentation was scattered across StackAdapt's servers. Swimm consolidated all that code into one place, making it easy for team members to find exactly what they were looking for. Cutting down on context switching for StackAdapt's team saves huge amounts of time.

StackAdapt engineers use Swimm's VS Code extension - and so documentation is right next to the code. "When engineers have a question about a piece of code someone else wrote, they can now go straight to Swimm and see if there is any documentation. I can just pick it up and figure out how it currently works."

## About Swimm

Swimm helps developer and engineering teams create documentation that is coupled to the code itself, auto-synced, and therefore always up to date. Swimm's platform, radically simplifying how knowledge flows within teams, makes Continuous Documentation an integral part of the development lifecycle, improving developer productivity and facilitating faster and more efficient onboarding of new developers.