



How a data science company builds trust and stays competitive with customer stories

4C Insights doubled the ROI on their marketing spend by creating hundreds of fast, effective customer stories using TechValidate.



250+

Individual content assets published

200%

Return on investment from marketing spend

85

Case studies published

THE CHALLENGE

Building trust with skeptical buyers

For marketers, trust is everything. At 4C Insights, Chief Marketing Officer Aaron Goldman is all too familiar with the challenges of earning and keeping that trust. His company aims to help marketers connect with their audiences across channels and devices using their data science and marketing technology. But operating in the competitive and fast-paced media industry means 4C's buyers are inherently skeptical of marketing claims.

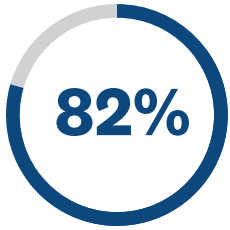
With so much noise and so many competing solutions in the space, 4C Insights needed to cut through the clutter and establish credibility with buyers. Aaron understood that putting the **voice of their customers** forward in their marketing was one of the best ways to accomplish this, so he set out to create customer stories at scale.



Aaron Goldman
Chief Marketing Officer

“Prospective customers would much rather hear from a current customer than a sales rep.”

AARON GOLDMAN, CMO



of people trust the voice of the customers over brand and product copy

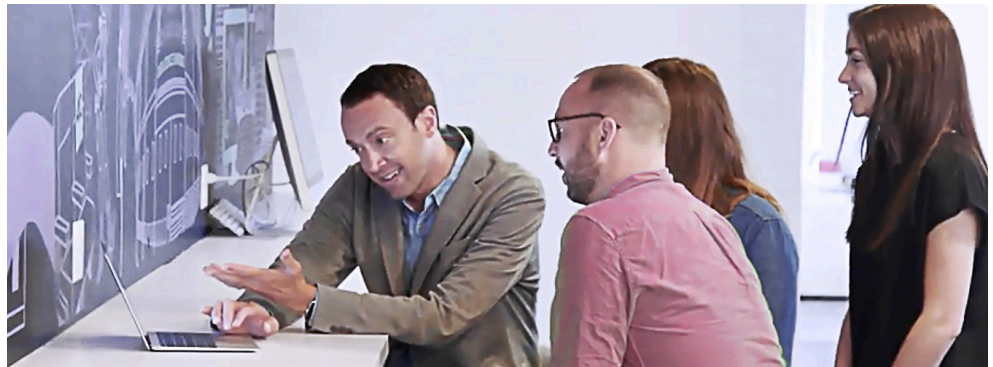
THE ANSWER

Collecting and publishing customer stories at scale

Having successfully used SurveyMonkey’s social proof software, TechValidate, at a previous employer, Aaron decided to bring the tool in ASAP. TechValidate helps marketers rapidly collect and publish **social proof at scale**, including case studies, testimonials, reviews, and more.

One survey and a matter of weeks later, Aaron and his team were delighted to have 250 customer responses, which they used to create dozens of content assets—enough to keep their marketing fresh and compelling over the next year.

By using TechValidate, 4C is able to gather customer stories in bulk. And with so many great stories to share, they’ve decided to publish a new case study each week.



“We use TechValidate to generate all kinds of marketing content. Having that 3rd-party validation really helps substantiate our claims and helps us separate ourselves in the marketplace.”

Aaron Golman, CMO

THE TAKEAWAY

Credibility, speed, and a major boost in ROI

Using TechValidate, 4C has generated over 250 individual pieces of content in a fraction of the time that it would take to create case studies on a 1-by-1 basis. As a result, they’ve more than **doubled their return** on marketing spend.

The third-party verified metrics 4C creates with TechValidate have been vital to gaining deeper credibility in a skeptical market. The marketing team uses customer stats and testimonials created with TechValidate across blogs, 1-sheets, white papers, and various other marketing assets, which they feel gives their content an air of authority—and helps convert prospects into customers.

Company
4C Insights

Use case
Social Proof

Product
TechValidate
by SurveyMonkey

Success factor
Social proof at scale