



How PitchBook uses TechValidate to collect customer insights and enable marketing teams to sell both a product and an experience



**Boosted  
response rates  
by 30%**

**240  
testimonials  
created**

**3170  
customers  
engaged**

#### THE CHALLENGE

### Uncovering both the qualitative and the quantitative side of customer stories

PitchBook, a financial data and technology company that serves as a database of information on companies and investors in the venture capital, private equity, and merger/acquisitions realm, relies on customer stories to fine tune its offerings and bring new customers on board. In a niche, fast-paced industry, time is of the essence. “I needed a scaled way to quickly garner input from our client base,” JoAnne Baldwin, Sr. Manager, Customer Marketing at PitchBook says.

JoAnne and PitchBook’s product marketing team wanted a solution that would be able to not only gather information, but publish it in a digestible, usable format that could be implemented right away. While data was important, an element of humanity in the presentation was also needed.



“Without TechValidate, we’d be spending exorbitant time and energy connecting with clients to get the necessary insights. With how we’re able to get this information at scale, TechValidate pays for itself in the first survey we do every year.”

Michelle Mendez, Customer Marketing Manager

Customer marketing success is often measured by nebulous KPIs like influence alongside hard numbers; JoAnne needed a solution that would be able to tap into both. PitchBook's marketing team found what they needed in TechValidate.

#### THE SOLUTION

### Selling both a product and a team

JoAnne and her team implemented a system of annual and periodic surveys that help shape the voice of their customers. Michelle Mendez, customer marketing manager at PitchBook, explained that the company's TechValidate usage initially started as a way to better understand their customer base and validate assumptions with messaging and benefit statements. Once that baseline was in place, the company's survey practice continued to grow.

"We publish TechFacts throughout the year for the greater marketing team to use in campaigns and for the Customer Success and Sales teams to drive PitchBook value with clients and prospects. The teams have been loving these quotes," Michelle says. "If someone is talking with a prospect in a specific region or industry, I can quickly comb through our responses and publish something for them to use in a pitch or presentation."

The annual and periodic surveys were adjusted in recent years to meet more of a product focus and the value clients get from PitchBook. Michelle says the team has also added in customer success questions to get a better understanding of how clients' needs are being met. "It's not just about selling the software platform and research reports, it's about elevating the service that the customer success team provides too," she says.

#### THE TAKEAWAY

### Creating a foundation for brand advocacy

Since implementing TechValidate, JoAnne says her team has seen a significant increase in requests for case studies and testimonials from their sales team. TechValidate helps her team be more responsive to these requests with insights that are targeted and specific to the sales reps needs. "When we're giving them direction to use more customer voice, or mix up their testimonials, we now have vetted content directly from TechValidate that they can run with."

**Organization:**

PitchBook Data

**Strategic goal:**

Streamline case study and testimonial creation  
Enable marketing and sales teams with powerful data

**Solution:**

TechValidate

**Success factors:**

Increased requests for and usage of testimonials  
Boosted response rates  
Quick return on investment

The team has made good use of the referenced volunteers function in TechValidate. The feature allows users to easily identify customers that have volunteered to provide testimonials. Using the referenced volunteers list, JoAnne was able to boost response rates for a customer interview project from 5% to 35%. "I see the referenced volunteers as being the foundation for a future customer advocacy group or advisory board," she says.

Both Michelle and JoAnne see PitchBook's use of TechValidate continuing to evolve in the coming years.

Learn more at [surveymonkey.com/TechValidate](https://surveymonkey.com/TechValidate)