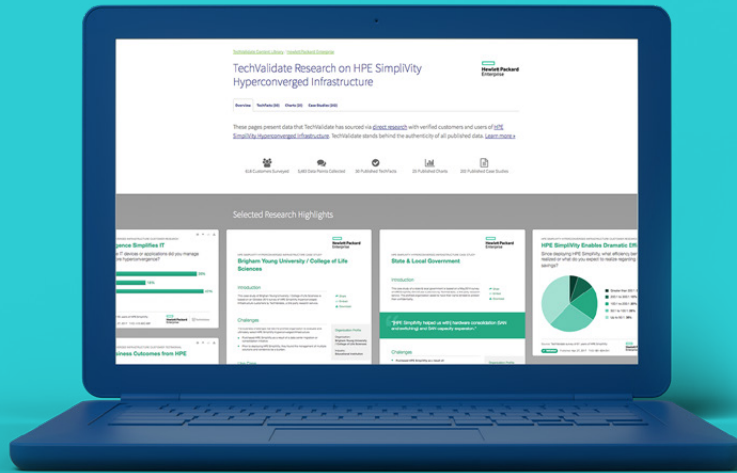


TechValidate for Marketing Teams

Social proof at scale



The challenge

The truth is, buyers are highly skeptical of marketing and sales claims. Nielsen research shows that 92% of buyers trust peers over advertisers—but that doesn't mean you can't earn their trust.

Savvy marketers are increasingly turning to their customers to speak up on their behalf and validate their claims. The only problem? It's not easy to get customers on the record. Lack of time, stringent PR & legal policies, and lack of authority to speak on behalf of their company can all prevent your best customers from endorsing your products.

The TechValidate solution

TechValidate is a scalable way to get more testimonials, case studies, and statistical proof from your happy customers. How? TechValidate collects feedback from your customers and turns it into 3rd-party validated content assets—like case studies, testimonials, and reviews—automatically.

Marketers at top companies like IBM, Box, and Salesforce use TechValidate to back up their marketing claims with the voice of their customers and push potential customers through the funnel faster with credible evidence.

How it works

- 1** Collect data directly from your customers with customizable web-based questionnaires.
- 2** Validate customer data with TechValidate's trusted 3rd party validation feature.
- 3** Publish content assets instantly to your branded content library.
- 4** Use content across all stages of the buyer's journey.

What could you do with more social proof?



1 Get more leads

Embed high quality customer data in eGuides, reports, and infographics.

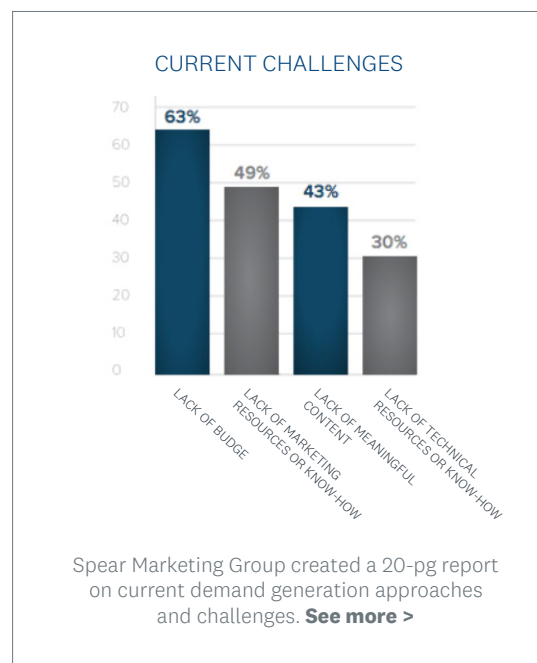
Demand generation manager:

Challenge

“I need to generate more quality leads and increase conversions.”

Solution

Use customer proof at the top of the funnel to drive interest in your products and increase conversion rates.



2 Enable sales efforts with proof

Give salespeople the proof they need to establish credibility and close deals faster.

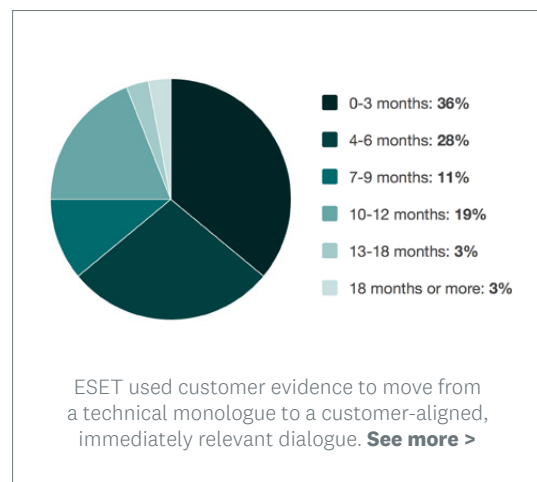
VP product marketing:

Challenge

I need quantitative customer proof that will help accelerate the sales cycle.

Solution

Use aggregate data from your customer base to access strong quantitative data webinars, and many others.



3 Rise above the competition

Use customer evidence to underscore your product's strengths vs. the competition.

Chief marketing officer:

Challenge

"I need to differentiate my product from competitors' and prove its value in a commodified market."

Solution

Gather insights from your customers and highlight why they selected you over the competition in your content and messaging.



CA Technologies' ebook captures why customers select them over the competition. [See more >](#)

4 Involve the voice of customer in your thought leadership efforts

Tap into your customers' expertise for your next industry trend piece and support your marketing content with data sourced from your customers.

Content marketing manager:

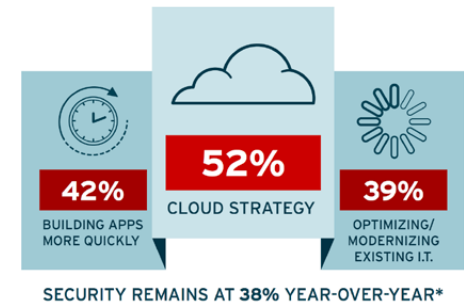
Challenge

"I need customer evidence to lend credibility to my content."

Solution

Get fresh customer stats to fill your blogs, press releases, case studies, and website content with persuasive evidence—and even spark new thought leadership topics.

BIGGEST I.T. CHALLENGES FOR 2017



Red Hat tapped their customer base for this infographic, which reveals IT challenges, priorities, and strategies. [See more >](#)

How does TechValidate help marketers?

72% of marketers said TechValidate enabled them to gather and publish customer content at least 40% faster

68% increased prospect engagement by 25% or more

71% paid back their investment in 9 months or less

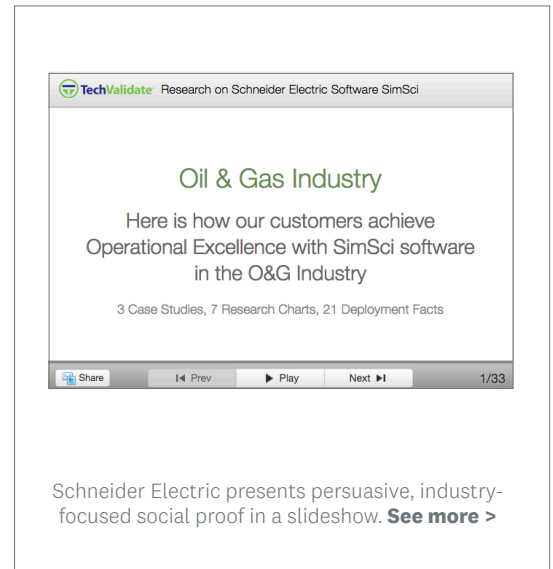


5 Support vertical and persona targeted marketing

Easily personalize content to your target industries or personas, or even a specific company.

Product marketing manager: **Challenge**
“I need targeted content that cuts through the noise and resonates with prospects.”

Solution
Slice and dice your customer data by persona or vertical to build out your content matrix for specific segments.



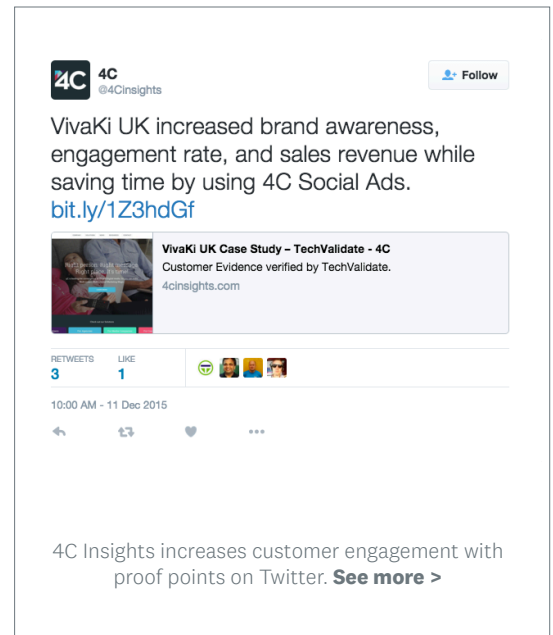
Schneider Electric presents persuasive, industry-focused social proof in a slideshow. [See more >](#)

6 Start the conversation on social media

Get compelling, social-ready content—like quotes, stats, and graphs—to keep prospects, customers, and partners engaged with your social accounts.

Social media manager: **Challenge**
“I need fresh, ready-to-share content to keep our audience engaged.”

Solution
Simply browse through your TechValidate asset library, download an interesting testimonial, review, or other customer asset, and share to social media to boost clicks and conversions.



How do marketers use TechValidate?

69% of customers use TechValidate for sales enablement

63% for their website

59% for lead generation and nurturing

57% for social media campaigns



What if my customers won't go on the record?

Legal policies often prevent your satisfied customers from endorsing your product. But many marketers hesitate to use anonymous testimonials or case studies because they lack credibility. TechValidate lets you meet your customers where they can contribute. Customers that can't go on the record can have their names and companies publicly blinded, but their identity is still verified by TechValidate to retain trustworthiness.

Don't take our word for it

A Few Days to Create New Case Studies

“ We had issues in getting customer case studies and references for a relatively new product when trying to do this independently. In a matter of days, we had seven case studies – that would have taken us six months the old way.

— Cynthia Brandt, Marketing Director, Omnitracs

Source: Cynthia Brandt, Marketing Director, Omnitracs



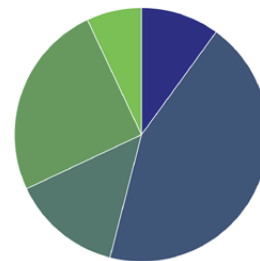
Published: Dec. 17, 2015 TVID: 565-94D-95B



TECHVALIDATE SOFTWARE CUSTOMER RESEARCH

Significant impact on win rate with TechValidate

How much was your sales organization able to influence the win rate by using TechValidate content?



- Over 10% improvement: 10%
- 5-10% improvement: 44%
- 3-5% improvement: 14%
- 1-3% improvement: 25%
- <1% improvement: 7%

Source: TechValidate survey of 41 users of TechValidate Software



Published: Jul. 6, 2017 TVID: 4F1-2B4-7C2



TECHVALIDATE SOFTWARE CUSTOMER STATISTIC

70% of surveyed marketing organizations have increased MQL generation for their company by over 3% with TechValidate content.



Source: TechValidate survey of 103 users of TechValidate Software



Published: Jun. 7, 2017 TVID: B1C-038-723



TECHVALIDATE SOFTWARE CUSTOMER TESTIMONIAL

“ TechValidate has made collecting and sharing the voice of the customer significantly more simple, and the creation of compelling charts and graphs has generated content that we **share across all marketing channels.**

— Gregg Holzrichter, CMO, Big Switch

Source: Gregg Holzrichter, CMO, Big Switch



Published: Jul. 12, 2017 TVID: 2DD-378-875



TECHVALIDATE SOFTWARE CUSTOMER TESTIMONIAL

“ With TechValidate, we have been able to proactively use customer generated content instead of scrambling to find references to **accelerate the sales cycle.**

— Ken Kramer, VP Sales & Marketing, TerrAlign

Source: Ken Kramer, VP Sales & Marketing, TerrAlign



Published: Jul. 12, 2017 TVID: 3E4-156-8C0



Take your content to the next level

When it comes to earning buyers' trust, your customers are your best assets. But many marketers face an uphill battle getting the customer evidence they need to prove their value to the market. TechValidate helps you get more of your happiest customers on the record in a fraction of the time so you can instantly boost your sales and marketing efforts with credible case studies, testimonials, reviews, and more.

Ready to learn more?

Get a free demo at techvalidate.com/request-demo

