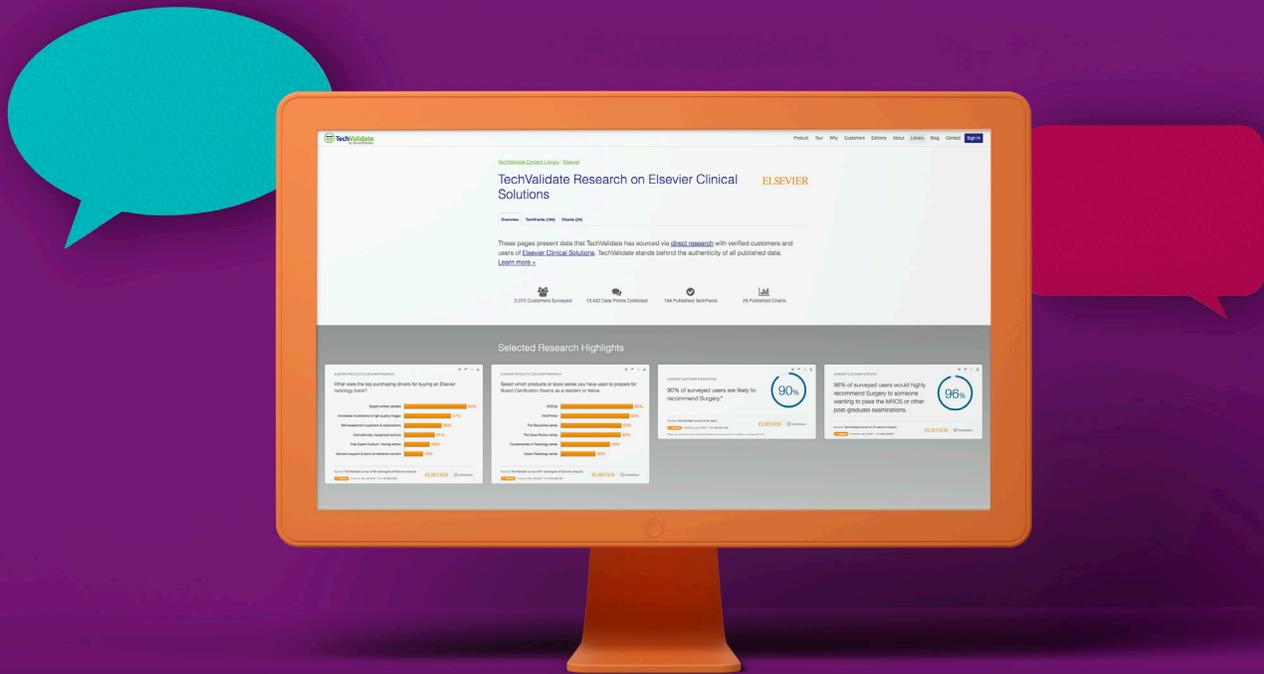# TechValidate
by SurveyMonkey

Turn customer feedback into collateral, automatically

The challenge

Businesses need customer proof to add credibility to their marketing messages. But tight-lipped customers, slow content turnaround, and insufficient resources can lead to missing content and lost opportunities.

We need more content but lack the time and resources to create it ourselves	To prove our value, we need more customer case studies & testimonials	Our content needs to be more effective to accelerates sales

How TechValidate solves this problem

TechValidate by SurveyMonkey uses feedback from your satisfied customers to create case studies, testimonials, stats, and other customer content—automatically.

Get more voice-of-customer content
From a single outreach project, you can generate dozens to hundreds of customer content pieces like case studies, testimonials, and customer stats—all in 45 days or less.

Enable sales efforts
Get a comprehensive, self-service database of customer-sourced content right at your sales team's fingertips. Content can be filtered by industry or use case, so you always have what you need for any sales situation.

Support vertical and persona targeted marketing
Slice and dice the results of your project by persona or vertical to generate powerful targeted content.

Create thought leadership content
Collect data on industry trends and technology adoption to add credence to thought leadership content.

Showcase customer wins
Want to highlight a steady stream of customer wins? Design a questionnaire specifically for new wins to gather valuable insight into why customers selected you over the competition.

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.

Take your content to the next level

Ready to learn more? Get a free demo at techvalidate.com/request-demo

SurveyMonkey