

DRIVING DEMAND WITH REVIEWS

A Playbook for Customer-Centric,
Cost-Conscious Marketers

Brought to you by



#truthsells

WHAT'S IN THIS GUIDE

Why read this guide?

Most Demand Generation marketers probably think customer reviews live with the Customer Marketing team or maybe with Product Marketing. But reviews (and data from review sites) can be powerful in the hands of Demand Generation. And in these times, when every dollar of marketing spend is scrutinized, your customer base can be your secret weapon for more cost-effective lead generation.

Reviews, intent data, and category audiences make the tactics you already use, like ads, landing pages, and outbound prospecting, work harder—and smarter. What's more, with reviews your customers do your copywriting for you!

Reviews should be core to your Demand Generation strategy in 2020.

Read on for ways to put reviews into action for Demand Generation, including how to:

- [Source Leads](#)
- [Increase Conversion](#)
- [Influence Active Buyers & Prove Your Impact](#)

WHY REVIEWS MATTER

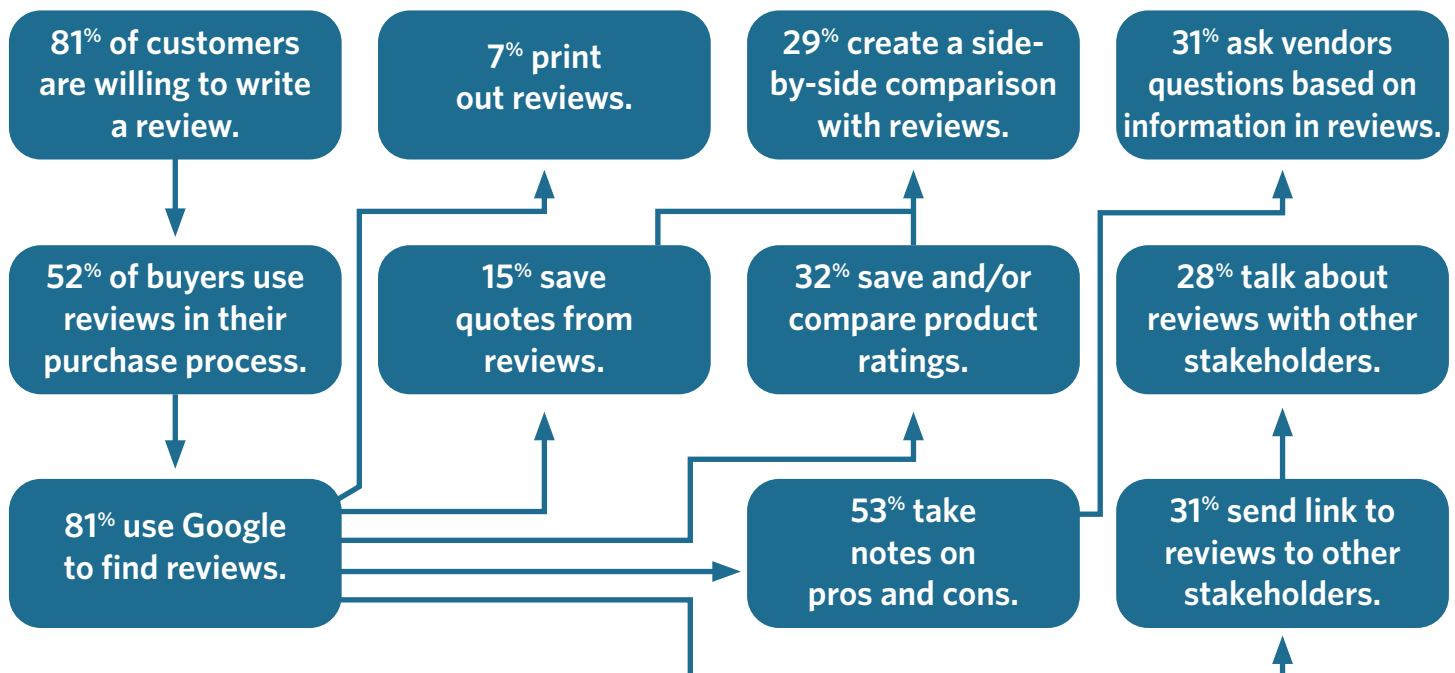
Our jobs as marketers are more challenging than ever. Today's B2B buyers complete most of their journey digitally. 62% of B2B buyers say they can make key decisions based on digital content alone¹, and half of them make purchases without ever interacting with sales or marketing².

Reviews are now the #1 resource that enterprise buyers use without getting in touch with a vendor².

As they complete that self-guided journey, buyers want to hear from their peers. Buyers give more credence to peer reviews than any other type of content³. Reviews provide a balanced perspective that other information sources lack. That's why 52% of buyers use reviews as part of their software purchase process².

And the quality of the reviews matters. Buyers are more focused on content than scores². They want to read in-depth feedback that shows them users who have a similar use case, and lists specific pros, cons, and alternatives. Today's buyer has no time for fake reviews.

What do buyers actually do with reviews, besides read them?



¹Forrester, 2019. "Welcome to the B2B Marketing Renaissance."

²TrustRadius, 2019. The 2020 B2B Buying Disconnect Report.

³Demand Gen Report, 2020. 2020 Content Preferences Study.

Marketers are catching on— 80% invest in at least one review platform. Among those who invest, 79% invest in multiple platforms, and 33% spend \$25k or more a year on these partnerships². Reviews help B2B marketers increase conversion and accelerate deal cycles. That’s crucial leverage in a considered purchase.

With all of the targeted demand generation, extended lead nurturing, and consultative selling B2B tech products require, reviews help you get ahead.

Working with a review platform helps you **identify in-market prospects**—accounts who are deep in consideration, comparing products and adding vendors to their shortlist. People who read reviews are showing true intent signals that are far more powerful than intent data gathered from media sites.

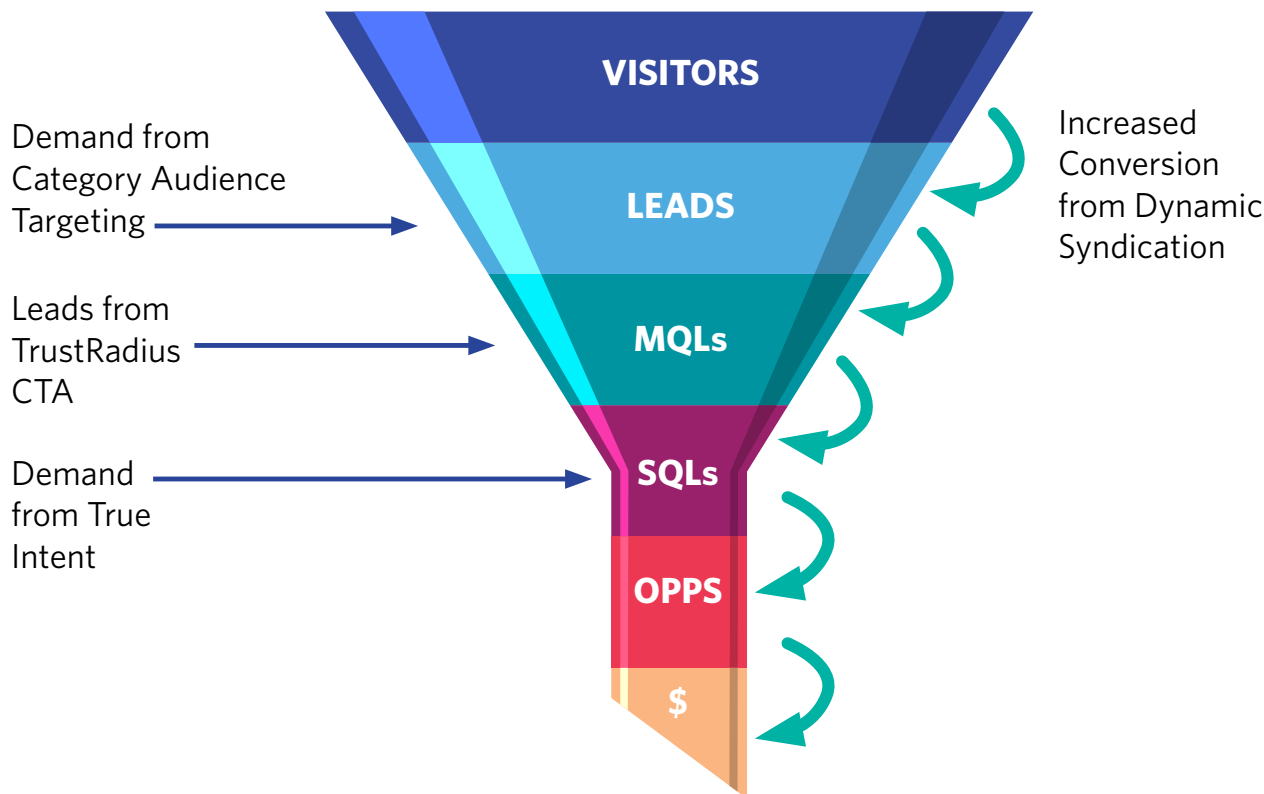
You can also build and target audiences of prospects who are looking at products in your category to **get ahead of your competition**.

And when you put reviews into action in your marketing, you’ll see **increased conversion** in Demand Generation and lower-funnel activities.

TrustRadius Empowers Demand Generation

| Category | TrustRadius Visitors | Your Share |
|------------------|----------------------|------------|
| Cloud Management | 1,031 | 8% |
| Cloud Backup | 1,453 | 6% |

Influence on Independent Research (Cloud Management & Backup example)



5 WAYS REVIEWS POWER DEMAND GENERATION

1. Attract buyers with high purchase intent to your site and lead forms via [CTAs on TrustRadius](#).
2. [Target buyers](#) who are reading your competitor reviews.
3. Influence [high-intent buyers](#) who are reading reviews of your products and researching software on TrustRadius—they are considering you now!
4. Incorporate [dynamic review snippets](#) directly into your landing pages and in sales outreach to increase conversion.
5. Get [attributable influence](#) as leads and opportunities already in your pipeline do independent research.

Let's get started.

1. Attract buyers with high purchase intent to your site and lead forms via CTAs on TrustRadius

Create a customizable “Learn More” link that displays where prospective buyers read your reviews. This makes it easy for in-market buyers (the bulk of review readers) to reach out to you directly.

“Link to a landing page that offers a demo, trial account, price quote, or other crucial information with a form for lead capture.”

Test messaging, CTAs, and offers on landing pages to maximize conversion, and use UTM parameters to track results back to your campaign.

For example, one enterprise client that sells switches and routers drives visitors from TrustRadius CTAs to gated pricing pages. They typically see a 29% conversion on those landing pages. So for them, as for others, a CTA on TrustRadius becomes a source of highly qualified leads.

CTAs in Action

This “Learn More” button points buyers to IBM Cloud Kubernetes Service’s landing page. Buyers can get a demo or a free trial, or contact sales directly.

The image displays three overlapping screenshots illustrating the user journey from a TrustRadius review to the IBM Cloud Kubernetes Service landing page.

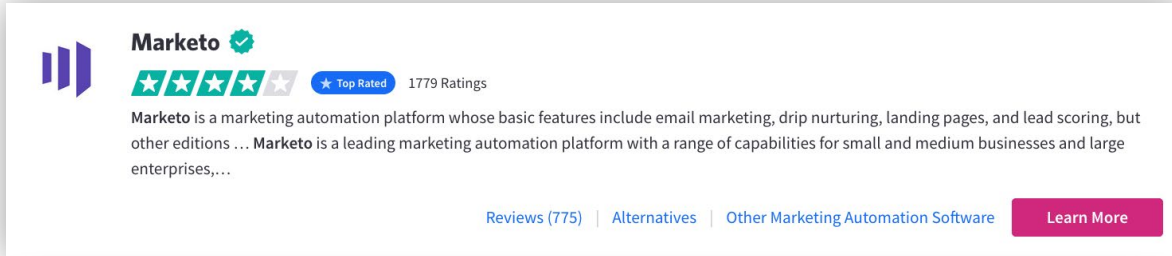
Top Screenshot (TrustRadius Review Page): Shows the TrustRadius interface for "IBM Cloud Kubernetes Service Reviews". The overall score is 8.5 out of 10. A prominent "Learn More" button is visible. Below the score, there are filters for "Overall Rating" (9-10 to 1-2) and "Reviewer's Company Size" (Small Businesses, Mid-size Companies, Enterprises). A "Ratings and Reviews (249)" section is also present.



Middle Screenshot (Listings Popup): A "Listings" popup for "IBM Cloud Kubernetes Service" with 249 ratings. It includes a "Learn More" button and links for "Reviews (51)", "Alternatives", and "Other Container Management Software".

Bottom Screenshot (IBM Cloud Kubernetes Service Landing Page): Shows the landing page with the heading "IBM Cloud Kubernetes Service". The main content area includes the text "Why IBM Cloud Kubernetes Service? We're leading the way with over 14,000 managed production clusters. And that's not all:" followed by a list of benefits: "Workload scale and diversity", "Premium security and compliance", and "Integrates with Watson™, IBM Blockchain and more". Two primary CTAs are present: "Get a free cluster" and "View demo (3:14)". A secondary CTA, "Let's talk", is located in the footer area.

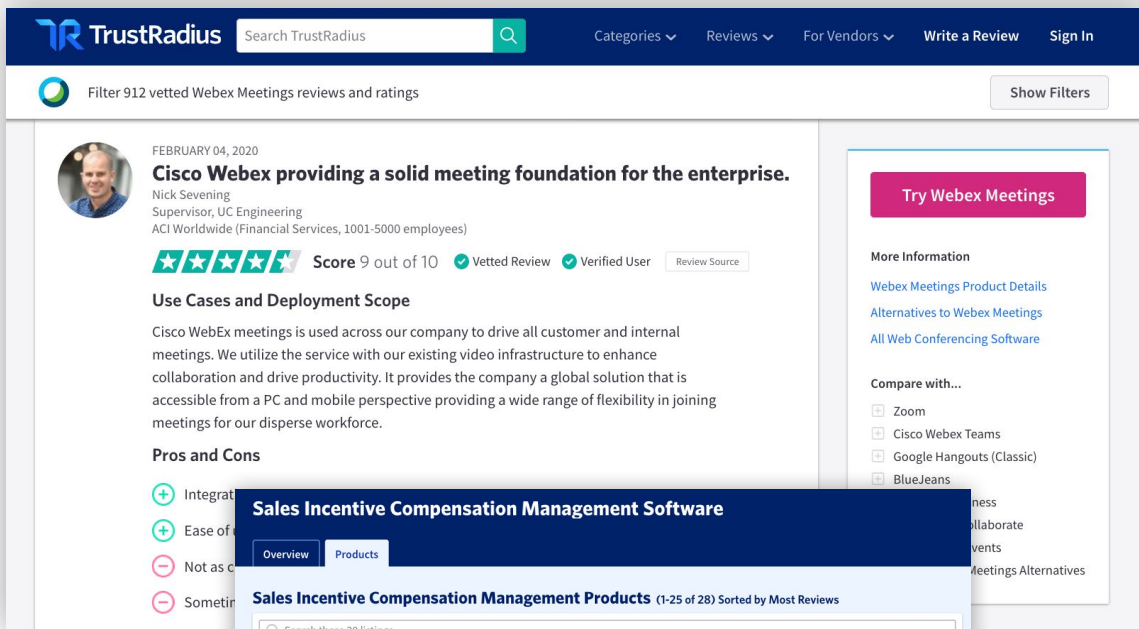
Using CTAs on TrustRadius.com

There are two customizable CTAs that display on TrustRadius. One is a product CTA that appears in most places around the site: on pages about the product category, pages that enable users to make product comparisons, in search results, and on the product listing alongside reviews. On TrustRadius, you can customize the text on the buttons and insert your custom URL for tracking.






Marketo 
 **Top Rated** 1779 Ratings
Marketo is a marketing automation platform whose basic features include email marketing, drip nurturing, landing pages, and lead scoring, but other editions ... Marketo is a leading marketing automation platform with a range of capabilities for small and medium businesses and large enterprises,...





[Reviews \(775\)](#) | [Alternatives](#) | [Other Marketing Automation Software](#) [Learn More](#)



TrustRadius Search TrustRadius Categories Reviews For Vendors Write a Review Sign In
Filter 912 vetted Webex Meetings reviews and ratings Show Filters

FEBRUARY 04, 2020
Cisco Webex providing a solid meeting foundation for the enterprise.
Nick Sevensing
Supervisor, UC Engineering
ACI Worldwide (Financial Services, 1001-5000 employees)
 **Score 9 out of 10**  Vetted Review  Verified User [Review Source](#)

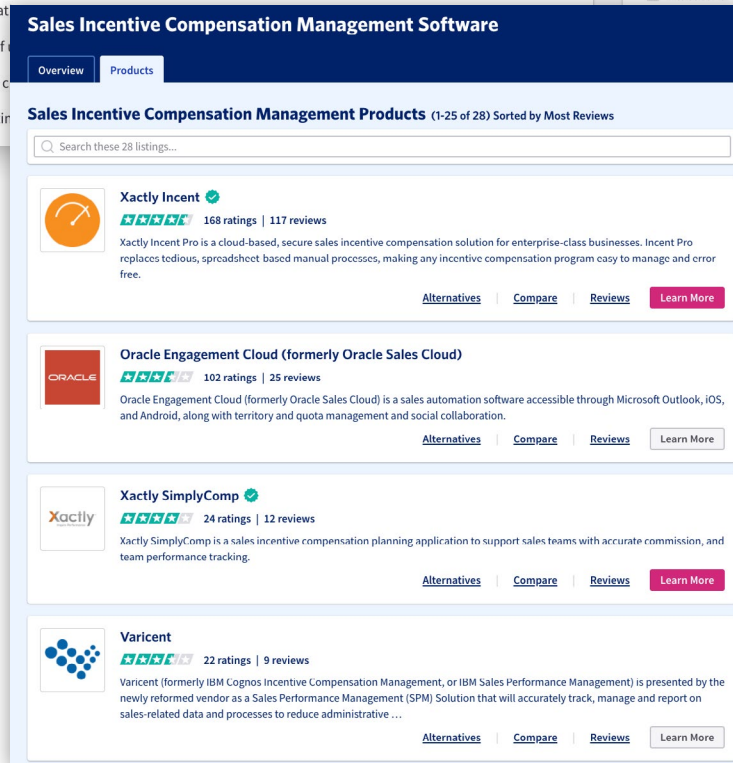
Use Cases and Deployment Scope
Cisco WebEx meetings is used across our company to drive all customer and internal meetings. We utilize the service with our existing video infrastructure to enhance collaboration and drive productivity. It provides the company a global solution that is accessible from a PC and mobile perspective providing a wide range of flexibility in joining meetings for our disperse workforce.

Pros and Cons
 Integrat
 Ease of
 Not as c
 Someti

Try Webex Meetings

More Information
[Webex Meetings Product Details](#)
[Alternatives to Webex Meetings](#)
[All Web Conferencing Software](#)

Compare with...
 Zoom
 Cisco Webex Teams
 Google Hangouts (Classic)
 BlueJeans






Sales Incentive Compensation Management Software



Overview Products


Sales Incentive Compensation Management Products (1-25 of 28) Sorted by Most Reviews

Search these 28 listings...

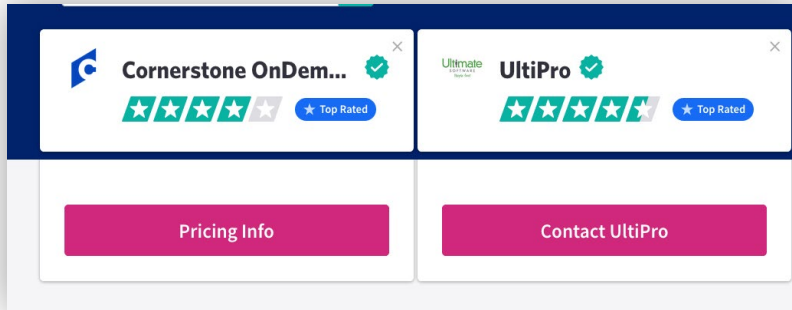
Xactly Incent 
 168 ratings | 117 reviews
Xactly Incent Pro is a cloud-based, secure sales incentive compensation solution for enterprise-class businesses. Incent Pro replaces tedious, spreadsheet based manual processes, making any incentive compensation program easy to manage and error free.
[Alternatives](#) | [Compare](#) | [Reviews](#) [Learn More](#)

Oracle Engagement Cloud (formerly Oracle Sales Cloud)
 102 ratings | 25 reviews
Oracle Engagement Cloud (formerly Oracle Sales Cloud) is a sales automation software accessible through Microsoft Outlook, iOS, and Android, along with territory and quota management and social collaboration.
[Alternatives](#) | [Compare](#) | [Reviews](#) [Learn More](#)

Xactly SimplyComp 
 24 ratings | 12 reviews
Xactly SimplyComp is a sales incentive compensation planning application to support sales teams with accurate commission, and team performance tracking.
[Alternatives](#) | [Compare](#) | [Reviews](#) [Learn More](#)

Varicent
 22 ratings | 9 reviews
Varicent (formerly IBM Cognos Incentive Compensation Management, or IBM Sales Performance Management) is presented by the newly reformed vendor as a Sales Performance Management (SPM) Solution that will accurately track, manage and report on sales-related data and processes to reduce administrative ...
[Alternatives](#) | [Compare](#) | [Reviews](#) [Learn More](#)

The other is a specific CTA that appears in pricing contexts, such as on comparison pages in the pricing section.



You can edit these CTAs from the TrustRadius vendor portal. You'll simply enter the URLs you would like to point to (i.e. your landing pages), as well as the text you would like to display on the buttons.

To measure it, you'll want to look at how much traffic you have to your CTA-enabled pages on TrustRadius and how well that converts. We've written an entire eBook, *The ROI of Reviews: TrustRadius Value Framework*, to help you with measurement. Get it here: go.trustradi.us/ROI.

TIP:

You'll want to point buyers to a high-value, high-converting page that makes sense in context. You'll also want to align your CTA text with their expectations. If you want to send buyers to a demo page, for example, the CTA on TrustRadius could read "Get a Demo" or "See it in action." Make sure the journey provides clear value for both you and the prospect. Don't waste those high-intent clicks by just pointing buyers to your homepage.

"TrustRadius has helped influence deals to close because the users can see the reviews of real Kyriba users. We have seen increased close rates, and increased traffic to the Kyriba website from TrustRadius."

—Annie Hathaway, Digital Marketing Sr. Manager | Kyriba

2. Target buyers who are reading your competitor reviews.

When buyers research you and your competitors on TrustRadius, they're interested in making a purchase. TrustRadius sends a data stream of individuals reading reviews into your ad platforms. You get an audience of TrustRadius visitors who are reading your product reviews as well as your competitors' reviews, building product comparisons, and making their shortlist. That's much more focused than the broad net cast by typical advertising and retargeting.

TrustRadius customer Cherwell compared the leads from Google Adwords retargeting with the leads from TrustRadius Category Audience Targeting and found TrustRadius to be much more cost-effective in terms of Sales Accepted Leads (SALs). An SAL through TrustRadius costs less than half as much as an SAL through the Adwords campaigns. Because TrustRadius visitors tend to have high intent, it's common for customers to find that leads from Category Audience Targeting convert to an SAL at a much higher rate than leads from other sources.

You can serve ads to that audience via your existing ad platforms such as Google Adwords Remarketing (Search and Display), Facebook, LinkedIn, and Twitter, and capture the attention of those in-market buyers.

TrustRadius Category Audience Targeting places tracking pixels from third-party ad platforms on the TrustRadius site using your campaign and audience IDs. These pixels are invisible to our site visitors and accepted by them as part of our site privacy policy.

It's up to you whether you add TrustRadius visitors to existing audiences or create a separate audience within your ad platforms. Create (or reuse existing) your own ad creative for display on Google, LinkedIn, Facebook, or Twitter.

TIP:

TrustRadius does not transfer any audience data to our clients directly for anonymous retargeting—it is transferred from the visitor's browser directly to the ad network being used.

"We are using TrustRadius to gain trust from our potential customers as they can see reviews from similar organizations in the same industry. TrustRadius has enabled us to take a targeted approach in finding enterprise customers. We can display relevant reviews in marketing material that we show them. We have seen success using TrustRadius reviews in ABM ads, email campaigns, and retargeting."

—Zach Diamond, Demand Generation Manager | Social Solutions

Category Audience Targeting in Action

When a buyer researches your category (like Proposal Software or Electronic Signature Software, for example), they are added to your audience.

The screenshot shows the TrustRadius website interface. At the top, there is a search bar and navigation links for Categories, Reviews, For Vendors, Write a Review, and Sign In. The main heading is "What users are saying about DocuSign vs PandaDoc vs Proposify". A sidebar on the left lists various filters: Likelihood to Recommend, Feature Rating Comparison, Pros, Cons, Likelihood to Renew, Usability, Support Rating, Implementation Rating, Alternatives Considered, Return on Investment, Screenshots, Pricing Details, and Rating Summary. The main content area displays three product cards for DocuSign, PandaDoc, and Proposify, each with a star rating, a TrustRadius score, and a "Learn More" button. Below this is a "Likelihood to Recommend" section with three columns of user testimonials and "View all answers" buttons.

Then you can serve display and search ads to that audience using your ad platforms. For example, PandaDoc serves display ads to its TrustRadius audience through Google and LinkedIn.

PandaDoc
5,851 followers
Promoted

PandaDoc named Top Rated Proposal Software by TrustRadius. Start a Free Trial!

PandaDoc named top rated proposal software

TOP RATED 2019

Dashboard: 40 users | 1 WEEK | 1 MONTH | 3 MONTHS | 1 YEAR | NEW DOCUMENT

| | | |
|------------------------------------|--|-----------------------------------|
| Drafts 12 documents 0 today | For approval 7 documents 1 today | Sent 42 documents 8 today |
| Viewed 36 documents 12 today | Completed 21 documents 5 today | Expired 0 documents 0 today |
| Waiting for payment 16 | Paid 7 | |

Proposal Software - Create Online Business Proposals Up to 2x Faster
pandadoc.com

[Sign Up](#)

This LinkedIn ad directs users to a landing page where buyers can download the free version of PandaDoc, or try out a demo. This ad features the use of a TrustRadius Top Rated badge, which signals social proof to buyers that PandaDoc is a leading option in the space.

Our Customer Success team can help you ensure that you set up UTM parameters to track the results of your TrustRadius campaigns and prove attribution.

Using Category Audience Targeting

Putting Category Audience Targeting to use involves three main steps: setting up your campaign ids with TrustRadius, setting up the audiences in your ad platforms, and choosing your ad creative.

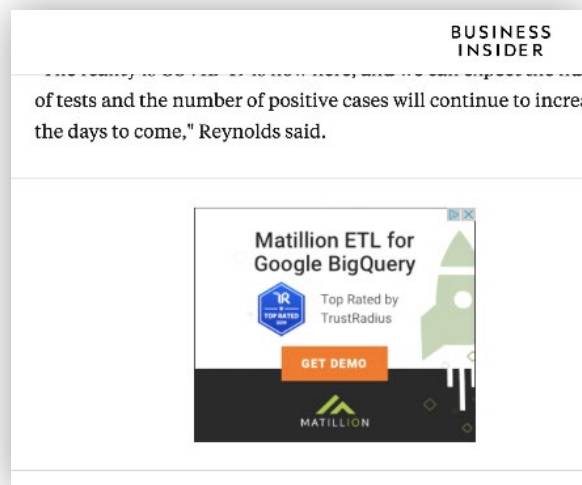
Step 1: Get your Google Tag Manager container from TrustRadius.

TrustRadius supports the four largest ad networks out of the box. Your first step is to send TrustRadius the retargeting campaign ids for the networks you want to use. TrustRadius will then set up a GTM (google tag manager) container for you to use to set up your audience.

Step 2: Set up your audience in the ad platform(s) of your choice.

Now you're ready to configure your audience. How you do this will depend on which ad platform(s) you use. There are a few things specific to your TrustRadius audience, but for the most part, you'll follow the guidance each platform provides for any type of audience configuration.

Think carefully about the audience you're targeting. In the example below, Matillion is targeting TrustRadius users researching Cloud Data Warehouse (CDW). Although Matillion doesn't sell a CDW, the Matillion product sits on top of and works with CDW solutions. So that makes this audience strongly qualified as prospects for Matillion.



Step 3: Choose your ad creative.

Upload the visuals and messaging you'll show to your TrustRadius audience, and where the ads will lead. Include a strong CTA, and remember that on Google search ads tend to convert better than display ads (although, depending on your campaign objectives, you can of course run both types). While you can re-use ads and landing pages prepared for other audiences, it's best practice to

personalize them. Use the TrustRadius brand in your ad creative, as well as on landing pages.

Your creative strategy should focus on something they're familiar with—TrustRadius—to build a connection. One way to do that is to feature awards like Top Rated or certifications like our TRUE badge, if you've earned either of those. Customer quotes are another strong performer for persona-based campaigns. Choose quotes from a relatable persona. Other strong features include using customer quotes, and/or ratings to boost confidence and familiarity. If your ads are persona-based, choose quotes from a persona they'll find relatable.

TIP:

Remember, you are retargeting people who are interested in your category and are familiar with TrustRadius, not necessarily your product and brand. The audience might not know anything about your products yet. They may have been researching your competitors, but not you.

FIREMON

Customers Rank FireMon #1 in Network Security Policy Management

★★★★★
TR Score 9.1 out of 10

SCHEDULE YOUR DEMO

Real reviews from people raving about FireMon!

| | |
|-------------------------|-----|
| Likelihood to Recommend | 8.3 |
| Likelihood to Renew | 9.1 |
| Usability | 8.2 |
| Support | 7.7 |
| Implementation | 8.1 |
| Scalability | 8.8 |

"FireMon - Bringing the heat!!"

"FireMon Excellence!"

"Best in class!"

"Add a new new engineer to the team without all the costs of a new engineer."

"FireMon Security Manager - An Awesome Tool"

Seeing is Believing
Schedule a demo to see for yourself why FireMon is #1 in NSPM.

First Name *

Last Name *

Company *

Job Title *

Business Email *

Phone *

Select a Country

SCHEDULE MY DEMO

Learn More About FireMon

FireMon delivers continuous security for hybrid enterprises through a powerful fusion of vulnerability management, compliance and orchestration. Since creating the first ever network security policy management solution, FireMon has continued to deliver visibility into and control over complex network security infrastructures, policies and risk postures for nearly 1,700 customers around the world.

Blog Resource Library Upcoming Events

Tip: You can carry forward TrustRadius content and awards onto your landing pages as well. For example, when someone who has previously visited TrustRadius clicks on your ad, display syndicated reviews alongside your demo request form. They will be more likely to convert because of that trust cue.

NETWORK SECURITY PROFESSIONALS AGREE

Customers Rank FireMon #1 in Network Security Policy Management

SEE WHY

FIREMON TrustRadius

Tip: You can also create different audiences for different competitors. For example, anyone who researched Competitor X would be captured in one audience. Anyone who researched Competitor Y would be part of a different audience. That allows you to tailor ads and landing pages to specific competitive plays. This can be an effective play if you're a disruptive entrant in a market dominated by a couple of larger, entrenched players.

agora pulse

Comparing Agorapulse vs. Hootsuite?

TR TOP RATED 2016

Social Media Management Tools TrustMap™ for All Company Sizes

"I had used Hootsuite for only a few months before getting fed up. In my search for a more intuitive tool, I discovered Agorapulse and almost 3 years later I have yet to find a smarter social monitoring tool."

-- Sarah Stahl, The Social Analyst

START MY FREE TRIAL

No credit card required

To measure the impact of Category Audience Targeting, you'll want to look at how much traffic you have to your category on TrustRadius, the size of your TrustRadius audience in your ad platforms, and how well it converts. Check out *The ROI of Reviews* ebook for more help measuring Category Audience Targeting: go.trustradi.us/ROI.

3. Influence high-intent buyers who are reading reviews of your products and researching software on TrustRadius—they are considering you now!

When you work with TrustRadius, we enable you to know in real-time when a buyer is reading your reviews, including their company name. We call this True Intent.

“You can identify interested buyers and learn about their priorities, even before they fill out a lead form.”

True Intent data is dramatically different from other intent data offerings because it's based on one clear source: TrustRadius. The main reason they're on our site is to make a buying decision. Unlike other intent data platforms that may only show you curious buyers, TrustRadius data connects with buyers who show clear purchase intent. True Intent data shows you that a buyer is reading reviews of your product on TrustRadius.com. Category-level True Intent goes even further, showing buyers reading your competitors' reviews (because they may not know about your product yet). When buyers compare your product to competitors, True Intent shows you that, too.

Category-based True Intent data allows you to see who is researching the categories you care about, not just your products. Most companies typically see a 5-10% share of the audience. This means you're missing out on 90-95% of the opportunities in your space that are viewing your competitors. We level the playing field by opening up access to the rest of those buyers.

They may not be considering your product yet, but they are in-market for a solution like yours. With Category-based True Intent data, you gain visibility into 10-20x the logos. You may not have the largest market share or advertising budget, but you'll still get access to all of the buyers shopping in your space.

True Intent in Action

When a buyer researches your product or category, you can see that signal on your True Intent Report. The report includes a list of the companies conducting research, as well as a detailed view of the products, comparisons, reviews, and reports they considered. It can be exported via API integration or as a simple CSV file. You can also use the TrustRadius Zapier Zap App that allows you to send True Intent alerts to BDRs via Slack, or push content to different systems such as emails and ad platforms for ABM campaigns.

Marshall Street Capital
INDUSTRY: Manufacturing Industries, Nec | LOCATION: Milwaukee, WI, US

Activity (Showing data for last 90 days)

- March 17, 2020: COMPARISON: Cisco Meraki MX Firewalls vs WatchGuard Network Security (1 view)
- February 19, 2020: COMPARISON: Cisco Meraki MX Firewalls vs Palo Alto Networks WildFire (1 view)
- February 18, 2020: COMPARISON: Cisco Meraki MX Firewalls vs Palo Alto Networks WildFire (1 view)
- February 17, 2020: COMPARISON: Cisco Meraki MX Firewalls vs Palo Alto Networks WildFire (1 view)

True Intent (Filters: DATE RANGE: 01/02/2020 - 04/01/2020; COMPANY NAME: Filter By Company Name; INDUSTRY: Filter By Industry; COMPANY SIZE: Filter By Company Size; LOCATION: Filter By Location)

| Company | Size | Location | Visits | Last Visit | View Details |
|--|------------|---------------------|--------|------------|--------------|
| Marshall Street Capital Manufacturing Industries, Nec | | Milwaukee, WI US | 4 | 03/17/2020 | View Details |
| Accenture, PLC Management Consulting Services | 25,000+ | Dublin, Leinster IE | 3 | 03/11/2020 | View Details |
| Texas Department Of Information Resources General Government, Nec | 100 to 250 | Austin, TX US | 3 | 03/06/2020 | View Details |
| TELUS Communications, Inc. Communication Services, Nec | 25,000+ | Las Vegas, NV US | 3 | 02/26/2020 | View Details |
| Commonwealth Engineers, Inc. Business Services | 10 to 50 | Indianapolis, IN US | 3 | 01/24/2020 | View Details |

BDRs and SDRs can prospect into those high-intent accounts by searching for contacts at each company.

They can tailor outreach to reference reviews on TrustRadius, or the specific topics and competitors those accounts care about based on the True Intent data.

Using True Intent

For BDR/SDR outreach, you can download a list of logos who have researched your product or category from TrustRadius. You can filter by company size, industry, and location if you'd like to hone in on a particular territory.

Route the True Intent account list to your SDRs. Instruct them to prospect into any accounts on this list that don't yet have an open opportunity. They should search for at least three key contacts at each account using their existing prospecting tools (ZoomInfo, LinkedIn Sales Navigator, etc).

Messages sent to these contacts should be treated differently from typical cold outreach. You know that someone at their company is interested in a solution like yours, based on the intent the account demonstrated on TrustRadius. Take a helpful, consultative approach. Ask them to connect you with the right person if they're not involved with this buying project. Reference reviews, competitors, and other topics you know their organization cares about based on the intent data.

On an ongoing basis, we recommend pulling the True Intent data daily or weekly to ensure your outreach is timely.

Qualifying Leads with True Intent

True Intent data can also be used like any other high-octane account intelligence: for scoring and routing leads. If you're using an account scoring methodology, True Intent data can feed that score, so that higher-interest accounts get targeted with your outbound marketing and sales campaigns, converting more of these accounts into sales opportunities.

If you're using a conversational marketing platform (like Drift, for example), you can use a similar approach to focus your lead qualification process. Rather than scrubbing the list and routing it to your BDRs/SDRs, simply upload the list of accounts from your True Intent data to your chat platform.

Set up conditional logic to display a different message when those accounts visit your website, geared towards their higher intent. You know they're already considering your product and competitors' solutions, based on their activity on TrustRadius. The True Intent data acts as a pre-qualification step. You may want to connect those accounts directly with an agent when they engage, rather than letting the chat platform handle the first round of conversation. It may make sense to ask if they're ready to get a demo or jump on a call right off the bat, rather than waiting for them to answer a few questions or show deeper engagement first.

Tip:

Beyond net-new logos, it can also be useful to see current customer logos in intent data. When a current customer researches your products and competitors on TrustRadius, it signals an opportunity to expand the account—or catch churn risk early. Among our customers, we're seeing the Demand Generation function become increasingly responsible for expansion. (For example, at Cision, Demand Generation is responsible for generating upsell and cross-sell in addition to new business pipeline.) Even if Demand Generation isn't responsible for expansion at your organization, these insights are still relevant to Product Marketing, Customer Marketing, Customer Success, Sales, and other teams.

To measure the impact, you'll want to look at how many net-new accounts you surfaced from True Intent data, and how many of those engaged in conversation or booked a meeting. More help with measurement is available in our ebook on *The ROI of Reviews*: go.trustradi.us/ROI.

Optimizely has been using TrustRadius intent data in new and innovative ways to generate demand. On their website, Optimizely has pulled intent data into their Drift chatbot to enhance prospecting and targeting efforts.



This chatbot was built with SDR messaging specifically for accounts that match up with True Intent data that they fed directly into the chatbot's conversation routing rules. Rather than the standard "what questions can I answer" message, Drift goes straight to asking for a meeting for True Intent accounts. So far, this has increased in meetings booked (i.e. qualified leads), opportunities, and at least one closed-won deal.

Avalara's Customer Marketing and Demand Generation teams use True Intent data for generating net new accounts to their Account Development Representatives. They receive thousands of account-level intent data per month for which they've developed a process to analyze. It entails their Demand Generation and Research teams working together to verify data and find contacts at identified prospects for their ADRs to use. They measure their ROI with True Intent data by net new accounts that turn into qualified leads and opportunities.

4. Incorporate dynamic review snippets directly into your landing pages and in sales outreach to increase conversion.

Let your customers do the talking for you via 3rd-party verified reviews. When you add dynamic review quotes to lead-capture pages your conversion rates will increase. Our TrustQuotes for Web widget lets prospective buyers know you're a trusted brand. The widget is easy to set up, can be styled to match the brand of your site, and is proven to boost engagement and conversion.

Dynamic syndication will increase conversion of organic traffic anywhere from 20-100% and PPC traffic 10-20%. You drive more leads with no incremental marketing spend.

On average, TrustRadius customers see a 35% lift from dynamic review syndication. It's most effective when you use quotes that are highly relevant to the topic of the landing page. (On a landing page targeting the financial services industry, for example, you'd want to use quotes from financial services companies).

You can also use reviews to create credibility in prospecting emails your BDRs and SDRs send out. Train them to choose quotes that are relatable based on persona, industry, company size, or other criteria (such as to address specific objections). With our Chrome extension or TrustQuotes for Sales, you can easily find the right quotes and add them to an email in just a few clicks.

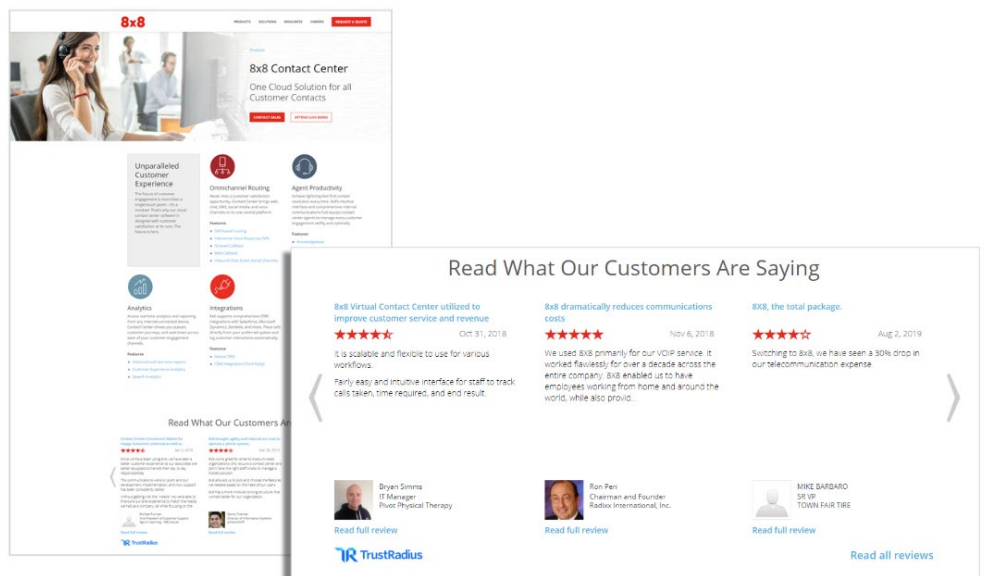
Most complex B2B products are sold, not bought. You probably create demand by targeting the right accounts with outbound marketing and sales outreach, rather than relying solely on inbound demand. Yet prospects are more interested in what their peers say than in the messaging that vendors push out. That's why review snippets boost engagement.

“TrustRadius has provided great review content that we utilize in our marketing materials (website, emails) and content we can direct prospects to. It provides the prospects real-life feedback --- and a lot of it -- that they can trust. The syndication widget allows us to get unbiased reviews in front of our prospects early in the buyer’s journey.”

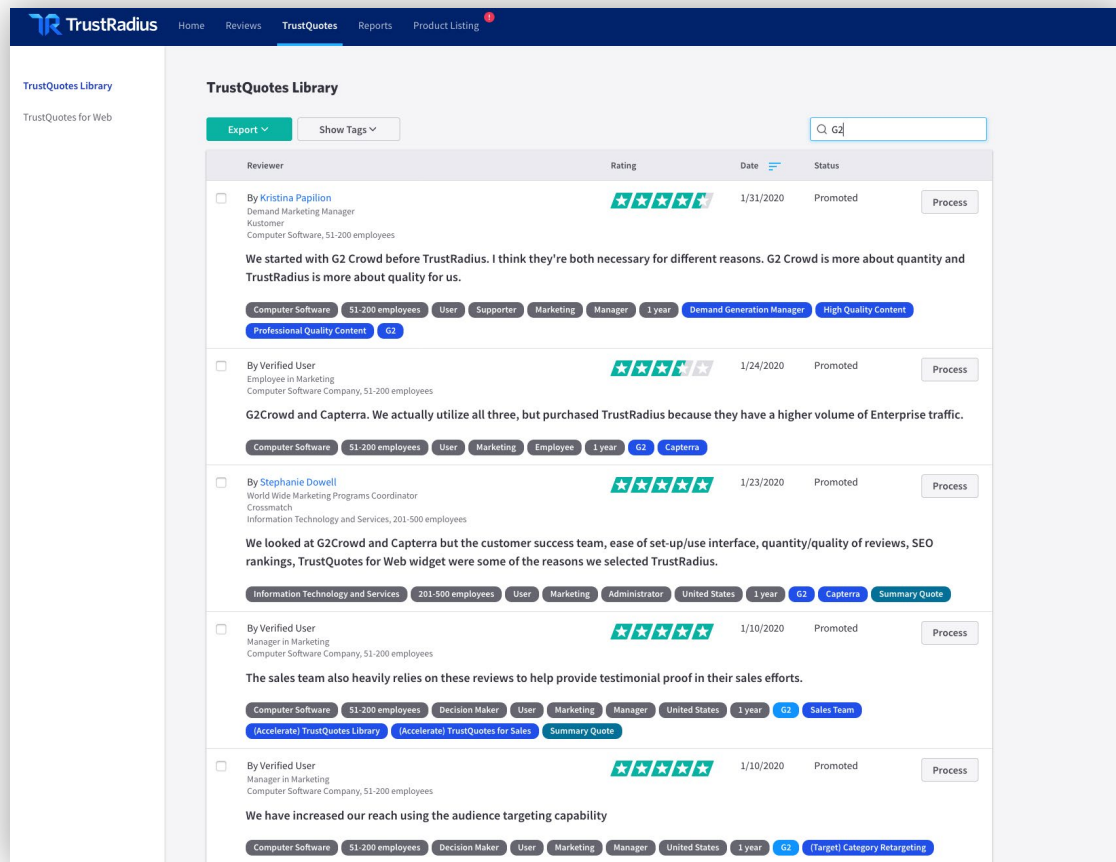
—Stephanie Dowell, World Wide Marketing Programs Coordinator | Crossmatch

Dynamic Syndication In Action

TrustQuotes for Web is an easy-to-build, self-serve digital widget filled with customer proof published on TrustRadius. It can be deployed across your pages to improve conversion. You can create as many widgets as you want and set them up to filter and dynamically display quotes based on different criteria such as persona, industry, etc. That way a visitor to the page always sees highly relevant social proof.



TrustQuotes for Web is powered by our TrustQuotes Library. TrustQuotes are powerful excerpts from the long-form reviews about your product on the TrustRadius site. Organize those snippets of insights according to what matters most - competitors, features, benefits, ROI, persona, and more - so you and your team always have the right quotes at your fingertips.



Using Dynamic Syndication

Widgets can be fully configured within the vendor portal on TrustRadius. For each widget, you can set up filters or tags based on things like the reviewer's industry, use case, or overall satisfaction score, as well as whether the reviewer is identified or anonymous. You can choose among different display styles, quote lengths, and other decoration options. You'll be able to add custom CSS as well.

Once you're ready to deploy, you can grab the widget code and embed it into your target page.

More Options

Dynamic syndication with TrustQuotes for Web provides powerful out-of-the-box functionality, but there are other ways to push the content to where you need it.

TrustQuotes Anywhere

Need more customization? Check out our TrustQuotes API to fully customize your widgets. You'll also be able to integrate review snippets into sales enablement, marketing automation, and CRM systems.

TrustQuotes for Sales

Load curated content from TrustRadius straight into Salesforce.com. Your reps get instant access to review snippets their buyers trust. We make it easy to grab influential quotes for every industry, company size, and persona.

To measure dynamic syndication, you'll want to look at how many buyers saw a review snippet, and how many of those converted. Our ebook on The ROI of Reviews shows you how to measure conversion lift in more detail: go.trustradi.us/ROI.

“TrustRadius allows us to scale customer proof that we can use in marketing and sales enablement...It has allowed us to identify advocates and collect public customer proof easily and effectively...[It] is a great tool for any B2B software company looking to build a library of customer proof.”

—Emily Rediker, Customer Marketing Manager | BigCommerce

Working with TrustRadius, Kustomer implemented our widget on one of their competitive pages to help increase conversion rates. Our reviews have helped them tell their brand narrative armed with competitive intelligence, which helps them stand out amongst their competitors to better target in-market buyers.

The screenshot shows the Kustomer website header with navigation links: Solution, Pricing, Resources, Company, and Login, along with a Request Demo button. The main heading is "Know Everything About Your Customers". Below this, there are three paragraphs of text describing Kustomer's benefits for Zendesk customers. A section titled "What Customers Who Switched From Zendesk Are Saying About Us" features a testimonial widget with two reviews. The first review is from Julia Spencer, dated Dec 17, 2019, with a 5-star rating. The second review is from Carlos Montoza Serrano, dated Dec 10, 2019, also with a 5-star rating. Both reviews include a "Read full review" link.

Kustomer Solution ▾ Pricing Resources ▾ Company ▾ Login [Request Demo](#)

Know Everything About Your Customers

Zendesk customers are all too familiar with the complicated and expensive third party implementations required to integrate customer data sources.

Kustomer is built from the ground up and integrates seamlessly with all of your customer data sources to provide a single, highly secure system to store, protect and leverage all information related to your customers.

And our team of implementation engineers and support specialists work in-house, so the Kustomer team is with you through your entire experience beyond adoption.


What Customers Who Switched From Zendesk Are Saying About Us

★★★★★ Dec 17, 2019

“ I also really appreciate Kustomer's UI, the Zendesk UI was painful to look at.

“ Kustomer is far more intuitive, personal, and holistic than Zendesk. As a company who has a lot of I...


“ This is a major advantage of Kustomer and one of the reasons we decided to switch from Zendesk onto...

 **Julia Spencer**
Associate Project Manager
ThirdLove
Apparel & Fashion | 201-500 employees

[Read full review](#)

★★★★★ Dec 10, 2019

“ Kustomer is far more scalable and flexible than Zendesk, and it provides a real omni-channel experie...

 **Carlos Montoza Serrano**
Experto en soluciones CRM
Glovo
Computer Software | 1001-5000 employees

[Read full review](#)

TIBCO used dynamic syndication to improve their conversion rates as well. Our widget helped them increase trial downloads of their products by 20%. Trial users are farther on the path to purchase than early-stage leads who downloaded a whitepaper. They show higher intent, which adds more value to TIBCO's pipeline.

5. Get attributable influence as leads and opportunities already in your pipeline do independent research.

As you know, the majority of buyers rely on digital content—specifically reviews—to make decisions. While your buyers watch demos, test free trials, and maybe respond to your outreach, they also check review sites. You can see that in your True Intent data by matching logos from the data to deals already in your pipeline. (Treat the other logos as companies that can be added to your pipeline with proper outreach, as covered in section three.)

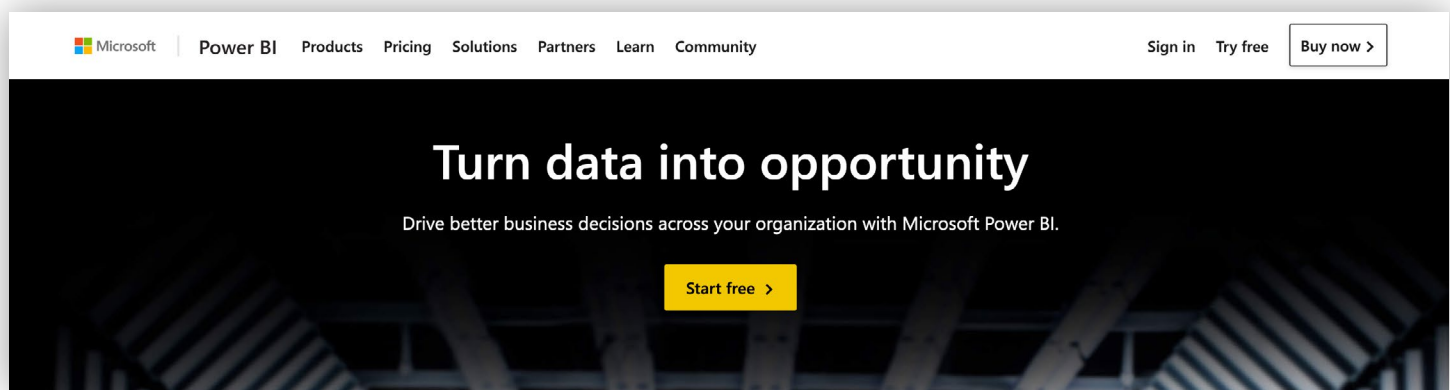
Along their buyer's journey, users return to TrustRadius to evaluate products and make their final selection because we provide a trustworthy, independent view based on feedback from their peers.

We give you the tools to measure the influence your reviews have across the buyer's journey. When you use True Intent data for attribution, you get credit for every lead and opportunity reviews touch.

And if you're working off of a target account list, we'll show you all the different ways reviews have influenced your accounts in one place.

True Attribution in Action

Let's say you work at a Business Intelligence Software company, and an analyst from Citigroup, Inc. downloads a trial version of your product from your website. Congratulations, you've got a lead!



As you nurture this lead, and sales begins to reach out, what's going on behind the scenes at Citigroup?

Buyers involved in the decision-making process (only half of whom will ever respond to your outreach) are reading reviews and running comparisons on TrustRadius.

The collage consists of several overlapping screenshots from the TrustRadius website:

- Top Left:** A comparison page for **Microsoft BI vs Splunk Enterprise**. It shows a 'Likelihood to Recommend' section with two columns of text. The left column discusses flexibility and collaboration, while the right column lists pros for Splunk. A sidebar on the right lists other products for comparison like SAS Marketing, OpenText Magellan, and TIBCO JasperSoft.
- Top Right:** A comparison page for **KNIME Analytics Platform vs Microsoft BI**. It features a 'Likelihood to Recommend' section with two columns of text. The left column highlights KNIME's suitability for data science, and the right column discusses flexibility and support. A sidebar on the right lists comparison products like SAS Marketing, OpenText Magellan, and TIBCO JasperSoft.
- Bottom Left:** A detailed review for **Splunk Enterprise** by Daniel Garrett, a Senior Performance Engineer at Fiserv. The review has a score of 8 out of 10 and is marked as a 'Vetted Review' and 'Verified User'. It includes a 'Use Cases and Deployment Scope' section and a 'Pros and Cons' list. The pros include quick log queries and adaptable dashboards, while cons include the complexity of building queries and dashboard duplication.
- Bottom Right:** A 'More Information' sidebar for Splunk Enterprise, listing product details, alternatives, and a comparison tool with options like Microsoft Azure, Datadog, and Amazon CloudWatch.

Over your 3-month sales cycle, the account is seriously considering your product and one of your competitors. They looked into a few other options as well early on, but by the time you move them to the opportunity stage, the two front-runners are clear.

The screenshot shows the TrustRadius interface for a visitor profile. The top navigation bar includes Home, Reviews, TrustQuotes, Reports (highlighted), and Product Listing. The left sidebar lists various tools: Reviews & Ratings, Visitor Insights, Reference Candidates, Followup Requests, Product Scorecard, Feature Scorecard, and Rating Explorer. The main content area is titled 'All visitors' and features a profile card for Citigroup, Inc. with its logo, industry (National Commercial Banks), location (New York, NY, US), and employee count (25,000+). Below the profile is an 'Activity' section showing a timeline of events. A date filter is set to 'March 4, 2020'. The activity list includes: 1. A comparison event 'Microsoft BI vs Splunk Enterprise' with 1 view. 2. A product page event 'Splunk Enterprise Reviews and Ratings' with 2 views. A date filter is set to 'January 24, 2020'. The activity list continues with: 1. A comparison event 'KNIME Analytics Platform vs Microsoft BI' with 1 view. A date filter is set to 'January 1, 2020'. The activity list ends with: 1. A comparison event 'Microsoft BI vs Splunk Enterprise' with 1 view. The text 'Showing data for last 90 days' is located in the top right of the activity section.

Each of those signals is a touch-point of influence you should attribute.

Measuring Pipeline Influence

You can access all of your True Intent data in the TrustRadius vendor portal. Download the CSV file, and run a query to match it against a CSV of company names and/or domains for your current leads, opportunities, and/or target account list.

To make this easy, you can also use our Fuel Your Funnel page to match leads and opportunities already in your pipeline to logos in your True Intent data. Use the text box to type or upload a list of target account domains (i.e. [disney.com](https://www.disney.com), [ford.com](https://www.ford.com), [nike.com](https://www.nike.com)) to see if they match buyers on TrustRadius researching you or your competitors. If you aren't yet a TrustRadius customer, you'll still be able to view some of the results.

The screenshot shows the TrustRadius 'Fuel Your Funnel' interface. The top navigation bar includes 'TrustRadius', a search bar, and links for 'Categories', 'Reviews', 'For Vendors', 'Write a Review', and 'Sign In'. The main content area features the 'Fuel Your Funnel' logo and a description: 'TrustRadius is the destination for enterprise technology buyers. And not just any buyers: your buyers. See who's looking at you—and the top competing products—enter a list of target domains below.' Below this is a section for 'YOUR COMPETITORS' with logos for Adobe Campaign, Salesforce Marketing Cloud Email Studio, and Pardot.

The 'Confirm Your Buyers are Here' section contains a 'Domains' input field and an 'Upload CSV' button. The 'Sample Results' section displays a table with the following data:

| | BUYERS WHO LOOKED AT YOU ... | ... BUT ALSO THESE COMPETITORS | | |
|---|------------------------------|--------------------------------|--|--|
| | | | | |
| Orderhive 6 visits to Marketo, last visit a month ago | | | | |
| Markel Corporation 6 visits to Marketo, last visit a month ago | | | | |
| Adobe, Inc 4 visits to Marketo, last visit a month ago | | | | |
| | | | | |
| | | | | |
| See all 54 visits from 35 other companies, including: | | | | |
| Diamond Plastics Corporation 3 visits to Marketo, last visit a month ago | | | | |

To measure True Attribution, you'll want to look at how many accounts in your True Intent data matched your existing pipeline or target account list. More guidance on measuring the influence of reviews is available in The ROI of Reviews ebook: go.trustradi.us/ROI.

ThoughtSpot's SDRs and BDRs use our True Intent data to enhance accounts that already have activity in their pipeline. Their Demand Generation team sorts the data by region and category. Then they share the list of accounts with the right regional sales director. These regional-specific insights are then pulled into Salesforce for complete sales activity tracking.

SUMMING IT UP: PIPELINE AND MORE

Your customers can help fuel the most cost-effective source of new pipeline, and we're here to help you make the most of it. TrustRadius delivers leads through your CTAs on the TrustRadius as well as through Category Audience Targeting and True Intent. TrustRadius also improves conversion, both through dynamic syndication of TrustQuotes to landing pages and through using the content throughout sales and marketing.

“Quotes, testimonials and sourcing speakers are all ingredients to a successful Demand Generation campaign and TrustRadius serves that up to us.”

—David Cardiel, Head of Global Demand Generation | Cision

Reviews expand awareness and preference in the marketplace

Bring in your CMO, VP, and other marketers focused on your brand, website, and competitive standing (such as Social, Digital, Communications, and Analyst Relations folks), too. TrustRadius will help them shape what buyers think of your brand with custom questions, TrustMaps, awards, and certifications.

74% of buyers think marketing messaging is full of “fluff” and “meaningless jargon.” Instead, they form opinions based on insight from their networks and reviews they trust. That's why review sites are critical to driving awareness and preference with today's buyers.

Strong review content with clear differentiators will help you boost clicks, grow your Category Targeting Audience, and make True Intent data more actionable.

“With TrustRadius, you get an honest picture of how customers view your products. We were confident that our overall customer satisfaction was high and that TrustRadius would provide third-party validation of that (it has).”

—Fred Waugh, Vice President of Marketing | Arena Solutions

Scale your review base

At minimum, you need at least 10 recent reviews per product on TrustRadius. Less than 10 reviews? Buyers will write your product off as irrelevant. For best results, you'll want 50-100 reviews or more.

You don't need to overwhelm buyers with thousands of short reviews and 5-star ratings. You need to make sure they can find relevant reviews with enough information to answer their specific questions.

Email outreach is a simple but effective way to get reviews. Other methods for generating reviews include in-product pop-ups, invites in customer newsletters, posting in community forums, and asking at events (whether virtual or in-person). Our team can help you launch a successful review campaign, or we have resources you can use to run your own.

Tip:

Set up a nurture stream to remind customers who don't write a review right away. Provide small incentives, like a Visa or Amazon gift card, to motivate detailed, balanced feedback.

"TrustRadius is great for collecting and publishing real customer reviews and scores. More importantly we've been able to create valuable content to help us give other prospective customers a predictive view as to what working with Prophix might look/feel to them."

—Alok Ajmera, President & Chief Operating Officer | Prophix Software

Work with a partner

Whether you want to convert more top-of-funnel leads or reduce the time to closed-won, reviews can help. But let's face it, getting customers on the record is tough. That's why TrustRadius offers a full-service Review Management Program. We have a proven track record of getting big brands, tough industries, and C-level executives to write reviews. With our expertise and custom questions, you'll get the content you want. Then, we'll help you use that content in your own channels. We do the heavy lifting every step of the way.

ABOUT TRUSTRADIUS

TrustRadius is the customer voice and insights platform that helps tech buyers make great decisions and helps technology vendors acquire and retain great customers. Each month, over half a million B2B technology buyers use over 231,000 verified reviews and ratings on TrustRadius.com to make informed purchasing decisions. Headquartered in Austin, TX, TrustRadius was founded by successful entrepreneurs and is backed by Next Coast Ventures, Mayfield Fund, and LiveOak Venture Partners.

Learn about how we can help you find more leads and grow your pipeline by requesting a demo today.

[REQUEST A DEMO](#)

“It’s helpful to see who is looking at reviews, to hopefully intercept a potential customer right when they are looking to evaluate.”



Olivia Schichtel, Content Marketing | Blackbaud

[Read the full review on TrustRadius](#)

“We’ve been able to arm our sales teams with intent data for conversations with both prospective and current clients.”



Shannon Cardwell, Digital Inbound Programs | IBM

[Read the full review on TrustRadius](#)

“TrustRadius helps us to better understand our target audience, their needs and reach new audiences.”



Julia Shashkova,
Paid Media Specialist, Digital Advertising | Veeam Software

[Read the full review on TrustRadius](#)