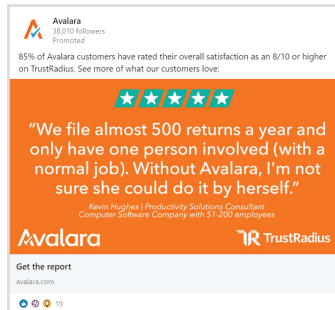


# Avalara Uses Social Proof to Boost Marketing & Brand Impact

## Avalara's Business Hurdle

Live events and tradeshow are a key way Avalara's marketing team connects with customers and new prospects, but with the COVID-19 pandemic, events were suddenly out of reach. Avalara needed new ways to engage with prospective customers, particularly in the digital space.

Courtney Wendel-Stevenson, Avalara Sr. Manager of Community Strategy, partnered with TrustRadius to test Premium Content in Avalara's digital advertising channels. Premium Content is a set of assets, from case studies and infographics to social ads, curated and designed by TrustRadius. Since these assets can be deployed without designer or internal resources, Courtney and Avalara's paid digital team were able to more quickly release new ads with minimal effort.



## Avalara's Results

TrustRadius Premium Content outperformed Avalara's standard engagement benchmarks and exceeded campaign goals. For the social and display ads and landing pages, they saw:

- **2X** Average CTR (click-through rate)
- **66% decrease** in CPC (cost per click)
- **5%** Engagement rate on ad landing pages

Avalara's LinkedIn ads performed so well that their LinkedIn account manager highlighted the high CTRs and performance improvements in a quarterly business review

Why did the ads perform so well? One theory is because they looked different from what buyers were used to seeing from Avalara. The best performing ads included star ratings, customer quotes, TrustMaps, and the TrustRadius brand, which leveraged the power of peer validation and the voice of the customer.

## What's Next?

Working with TrustRadius to test out Premium Content was a success. Courtney and the Avalara team are now planning to test TrustRadius' category targeting, a True Intent data offering.



**Courtney Wendel-Stevenson**  
Sr. Manager, Community Engagement  
Avalara

*“Reviews allow us to tell more compelling stories than we could in our own words.”*

## About Avalara

Avalara helps businesses of all sizes get tax compliance right. In partnership with leading ERP, accounting, ecommerce, and other financial management system providers, Avalara delivers cloud-based compliance solutions for various transaction taxes, including sales and use, VAT, GST, excise, communications, lodging, and other indirect tax types. Headquartered in Seattle, Avalara has offices across the U.S. and around the world.

## Review Program

- 224 Customers on the record
- 439 Tagged quotes for sales & marketing
- 7,500 Pageviews since Q1 2019



Want to learn more? Visit [trustradius.com](https://www.trustradius.com)

