

5 Ways TrustRadius Helps Tech Companies Find In-Market Buyers

1 **Product profile** with features for driving traffic to your site and increasing engagement.

- The buyer clicks feature allows you to drive traffic back to your site, product demo, etc. from your product profile page
- Self-service features also allow you to add content your buyers are looking for, like screenshots, videos, pricing, etc.

2 **TrustQuotes Library** to boost organic traffic and conversions.

- Tag all your customer reviews to build a library of social proof to add to your content advertising, emails, web pages, pitch decks, one-pagers, customer story pages, etc.
- Drive more traffic to your web pages by adding keyword-rich customer quotes
- Use social proof to validate your marketing claims and boost conversions

3 **Award badges** provide unbiased and validated social proof for any demand generation campaign.

- Boost conversions, click-through rate (CTR), and cost-per-click (CPC) by placing earned award badges on landing pages or ads
- Increase product visibility and credibility as prospects research your category or your competitors—90% of traffic to TrustRadius category pages sees award accolades

4 **Downstream intent data** for accessing in-market buyers who are actively evaluating both you and your competitors on TrustRadius.

- Product intent data: see accounts researching your product
- Category intent data: find new accounts researching your competitors' products
- Comparison intent data position against your competitors or target accounts for competitive campaigns

5 **Downstream intent data integrations**

- **Salesforce Connector** for deal intelligence
 - Intent signals from TrustRadius can be imported into Salesforce
 - Integration enriches sales pipeline, optimizes ABM strategy, and mitigates churn risk
- **LinkedIn integration** for boosting ROI on ad spend
 - Build dynamic segments of buyers who are actively researching
 - Integration increases conversion rates and accelerates the sales cycle
- **6sense and Demandbase** integrations for enhancing ABM initiatives
 - Use 6sense integration to create segments and combine them with other data sources
 - Use Demandbase integration to segment, target, and direct sales efforts to accounts that will most likely convert