

A TL;DR Playbook for Driving Revenue with TrustRadius

Real advice and tactical tips
for growth-minded sales and
marketing teams

It's time to rethink your GTM.

Tips, advice, and solutions for reaching in-market buyers efficiently and effectively in 2024-2025.

Buying behavior changes faster than marketers are able to keep up. As we discovered in our [2024 B2B Buying Disconnect Report: The Year of the Brand Crisis](#), what marketers think is working often misses the mark. It's a rat race, and while we can't solve every problem, we can lay them out for you, share what we know (backed by data), and give you proven solutions that you may not have tried before. If you're looking for new tactics to address any of the below obstacles, keep reading!

Get insights into the following areas plaguing B2B tech marketers in 2024-2025:

- [Breaking through ineffective messaging in an oversaturated market](#)
- [Facing budget cuts while maintaining pipeline impact](#)
- [Struggling with inconsistent and unreliable intent data](#)
- [Dealing with common mistakes in content syndication for lead generation](#)
- [Navigating the complex landscape of B2B peer review websites](#) (TrustRadius, G2, Gartner, etc.)
- [Tying customer-centric strategies to revenue growth](#)



Allyson Havener
Senior Vice President,
Marketing & Community
TrustRadius



Breaking through ineffective messaging in an oversaturated marketplace

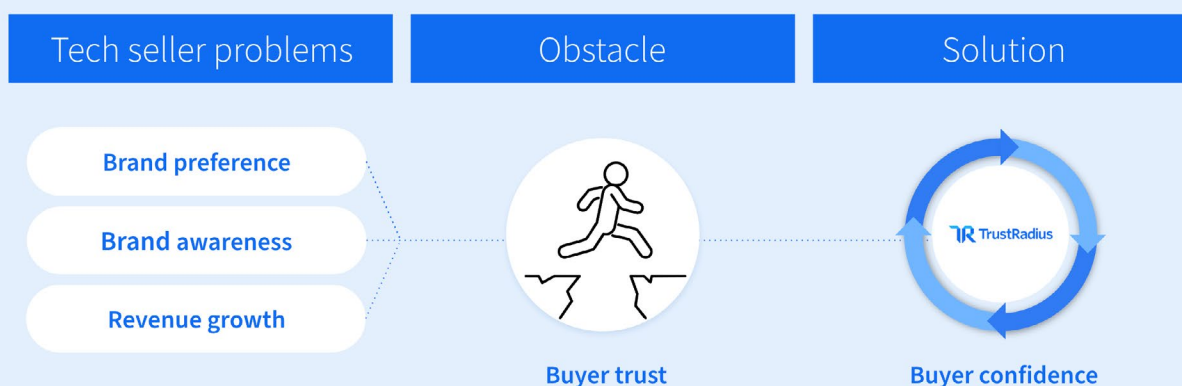
Changing buyer preferences and evolving tech are disrupting tried-and-true GTM strategies

It doesn't matter if you're a big player in today's technology market or an emerging brand, reaching today's technology buyer is tough. While GTM teams have spent the last several years scrambling to keep up with changes and risk-averse buyer preferences, the proliferation of AI presents its own challenges. Everyone is feeling the impact on SEO, discoverability, and brand trust right now, and while it may seem like an uphill battle, the good news is—we've made it easy for you to address these shifts and give buyers exactly what they're looking for.

The problem: Today's technology buyer doesn't trust you

Buyers don't put a lot of weight into marketing claims. They want real-life proof that a product will fit their use case and solve their problem. They want to test-drive a product before they purchase and want to hear that it will solve their problem directly from people like them.

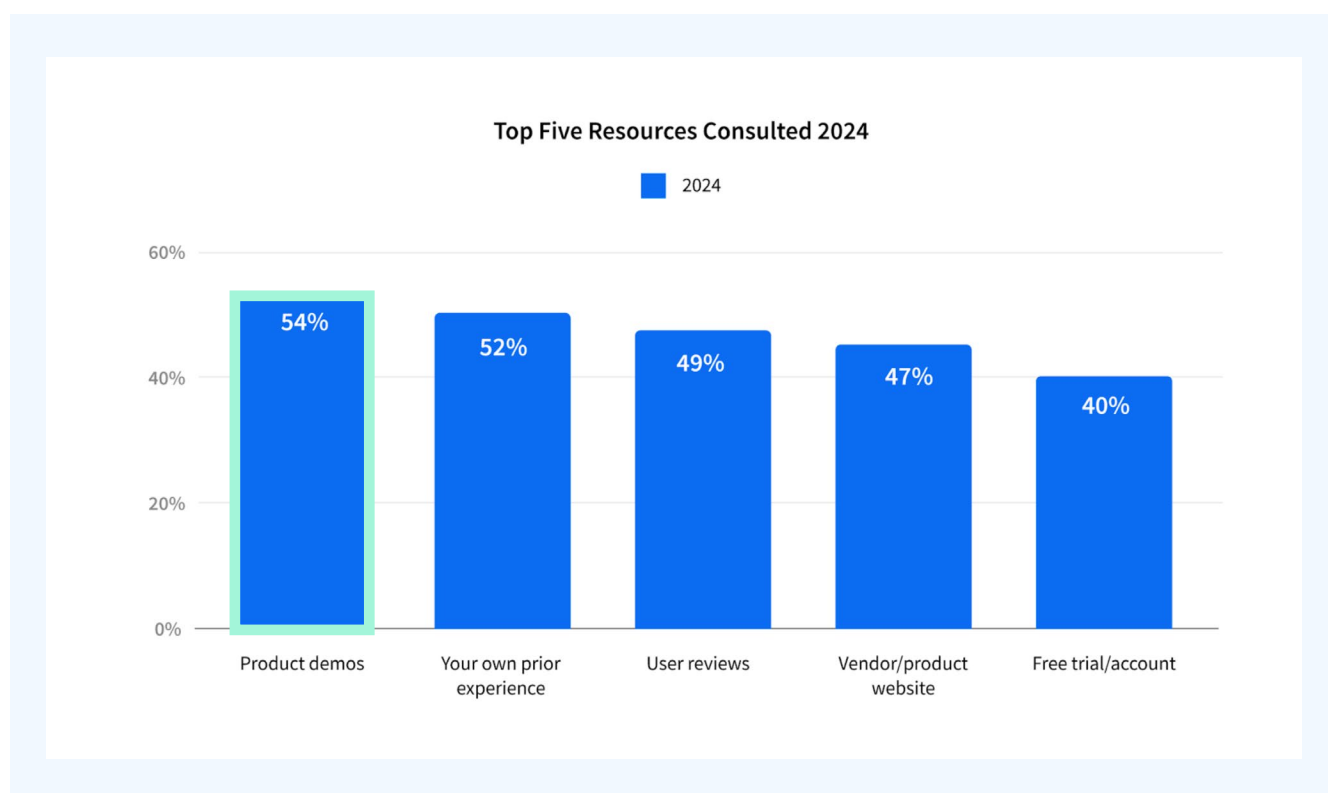
Break the **trust** barrier and build confidence with buying committees



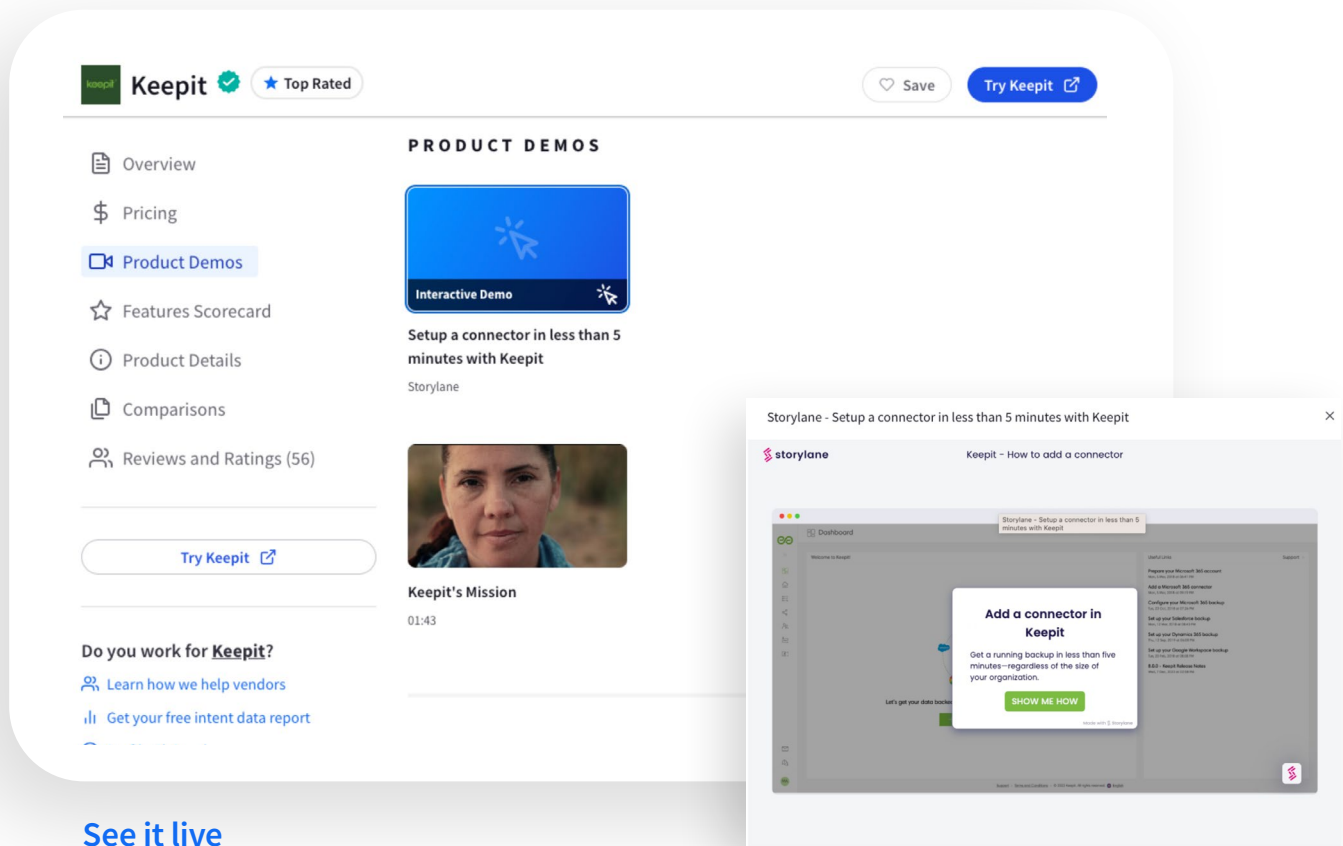
Tech sellers' macro business problems typically boil down to three categories: brand awareness, brand preference, and revenue growth. The biggest obstacle sellers are facing today is building buyer confidence and helping them take the leap of faith that your solution is going to do what it promises to do.

The solution: Building buyer confidence starts with transparency

Buyers want to try before they buy, and product demos are key to establishing trust



As the [#1 resource](#) technology buyers investigate on their journey, product demos are good to have on your website. But not all technology sellers have a product that comes ready for an unguided demo out of the box, or maybe your demo page just isn't a high performer. Whatever the reason, if you're looking to create better visibility, make sure to leverage an [interactive demo on TrustRadius](#). These simple, interactive, and easy-to-create demos can be tailored to specific personas and/or use cases you need to highlight. This tactic allows you to tailor a test-drive to the right destination for your buyer's persona, use case, etc. It also helps increase traffic to your product listing on TrustRadius—a double win.



See it live

Average customer results after utilizing an interactive demo:

470%

Buyers interacting with a demo on TR have a 470% increase in session duration

330%

Buyers engaging with a demo on TR have a 330% increase in pages per session

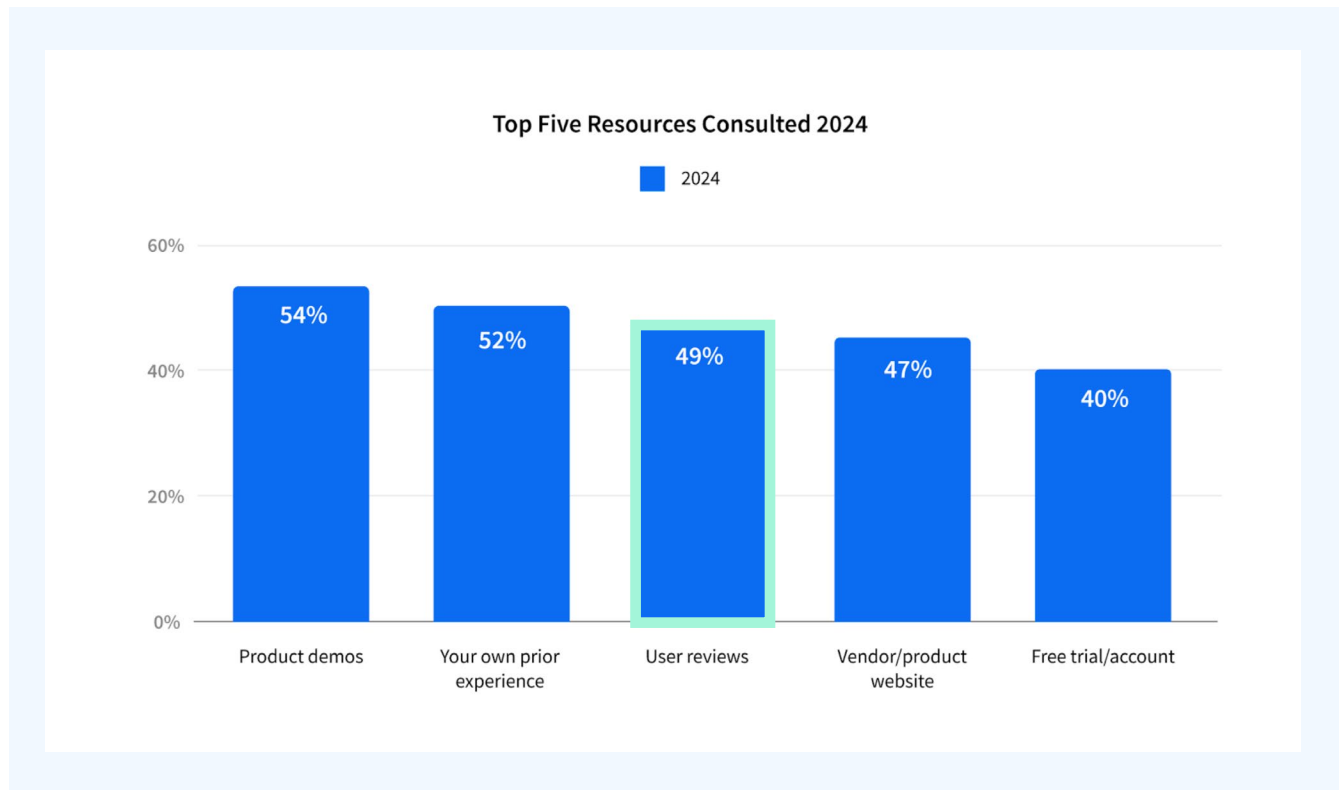
15%

Our partners report a 15% increase in MQLs after using an interactive demo

15-25%

Our partners report a 15-25% increase in meetings booked after using an interactive demo

Influencing the buyer's journey with long-form reviews

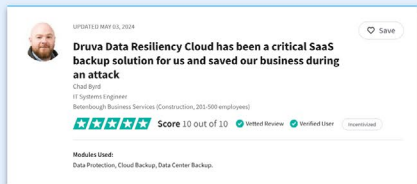


Right behind “your own prior experience,” it’s no surprise that buyers want customer proof in the form of user reviews, videos, case studies, quotes, etc., to give them confidence in their purchase. The great thing about TrustRadius is that you can drive reviews for free, starting right now. All you have to do is [claim your profile](#) and start reaching out to your customers.



TrustRadius reviews are 4x longer than competitors

Long-form, **authenticated**, custom review content



Vetted,
verified,
updated

Overall Satisfaction with Druva Data Resiliency Cloud

Use Cases and Deployment Scope

So we made the decision years ago that Tape just was not cutting it any longer and started looking into Cloud SaaS applications to protect our data and also give us a disaster recovery platform to work off of as well. We found Druva Data Resiliency Cloud and started to dive in on questions and weighing this service's features and what we were looking for. We decided to give this a shot and started using Druva Data Resiliency Cloud for all of our backups as our offsite backup solution. It checked all the boxes for us and was easy to use. We also created a disaster recovery plan based on moving our on prem servers to AWS and getting our applications up and running to continue business as usual. This worked well and was tested quarterly with success. Well back in 2022 we were hit with a ransomware attack that basically rendered all of our data and servers useless. So we began to recover our data within our disaster recovery plan and we were able to bring the company back up and online within 24hrs. All of our data was protected and able to be restored in whatever way we needed it to be restored. This product was a lifesaver for sure!

Pros and Cons

- Backing up many different formats and types of data
- Customer Service is always great and resolves issues quickly
- easy to use console
- ability to backup Azure resources (it does some but needs a wider spectrum)
- flexibility in cloud storage sources like setting up DR in an azure instance instead of only AWS.
- ability to delete data from their google workspace we have 97TB stuck and can't be deleted

Return on Investment

- ROI was met early on and many times over after our ransomware attack
- Time savings for having to administer backups and reporting has been valuable
- Simplified our backup solution in an easy to understand UI
- Sleep better at night knowing that offsite backups are safe and reliable

Up-front
use cases

Product
insights

ROI proof
points

Druva InSync Support for SaaS Apps and Endpoints

We are using the Office 365, Sharepoint, Exchange, GSuite in our Cloud instance. It works well with relatively no constant need to keep checking on users and data. We have used the sharepoint restore function several times with great success. GSuite was an issue with some data recovery as it was so much data to restore I think google's limitations caused many issues due to amount of data. Also there was a policy deletion in GSuite that contains 97TB of data and no way to manually delete that data, I've asked several times but it has to "time" out from the policy and no way to manually delete the data.

Scalability

For us this has been very scalable and grow with our company but what prevents it from being perfect is the integration into Azure and limited ability to backup those resources. We are really wanting to see a Disaster Recovery option for Azure instances like VM's, Azure SQL databases and also app resources as well. There is a limitation on Storage account backups that only File Shares can be backed up but not containers. If those resources became available to perform backups and a DR Azure system in place it would be a perfect 10 for us.

Alternatives Considered

Veeam Backup for Azure

So we had to implement Veeam to backup some of our Azure resources and would prefer to have them in one platform. We are currently waiting for that availability to be added. Veeam is useful and easy as well but the ability to only have one platform is invaluable. I do prefer the Druva Data Resiliency Cloud product better than Veeam though.

Key Insights

Do you think Druva Data Resiliency Cloud delivers good value for the price?

Yes

Are you happy with Druva Data Resiliency Cloud's feature set?

No

Did Druva Data Resiliency Cloud live up to sales and marketing promises?

Yes

Did implementation of Druva Data Resiliency Cloud go as expected?

Yes

Would you buy Druva Data Resiliency Cloud again?

Yes

Other Software Used

Veeam Backup for Azure, Veritas Backup Exec

Likelihood to Recommend

So this product was a complete fit when we first implemented it. But a couple years ago we started moving services to Azure and changing the way our software works. Druva Data Resiliency Cloud works very well for and AWS based platform and backups but has been lagging in keeping up with the ability to backup Azure resources. Specifically Azure Sql databases, app services, storage account containers. Once they catch up to be able to connect and restore to Azure the same way they can with AWS it would fit perfectly. Druva Data Resiliency Cloud is our main source for backups but we had to implement a Veeam instance to help with our Azure data.

Differentiation

Competition

Key insights

Tech stack

NPS

[read review](#)

Read Review

4x

TrustRadius reviews are 4x longer
than competitors

100%

TrustRadius reviews are 100%
authenticated with 49% being rejected
as untrustworthy or spam

TrustRadius' questioning model garners reviews that are four times longer than competitors. This wealth of content is a huge benefit for GTM teams looking to accelerate the buyer's journey with customer proof.

TrustRadius customers unlock additional potential for **profile optimization**, visibility in SERPs, pipeline generation, and revenue realization than non-vendors. You can see the full breakdown of what you can do as a customer vs. non-customer:

TrustRadius Support	Value	Non-Customer	Customer
Customer Review Sourcing Link	Drive longer, trusted reviews yourself. Longer-form reviews mean there's more context for buyers.	✓	✓
Review Growth Kit Assets	We even have a guide to help you.	✓	✓
Award Qualification	Build buyer trust with unbiased awards.	✓	✓
Review Growth Reporting	Gain insights into review growth performance and category traffic share.	✓	✓
Use Reviews in Marketing	Customers have a license to the powerful content they generate from reviews, and can use it in their ads, on their website, at events, in their sales cycle, etc.		✓
Customized Channel Links	Customize review sourcing links by channel (e.g., newsletter) to better optimize performance.		✓
Reference Tracking	Keep track of reference candidates for marketing and sales usage.		✓
Notifications to Respond	Stay ahead of, and respond to, negative reviews on your product listing.		✓
Custom Questions	Ask custom questions in review flow to glean high-value quotes for your GTM.		✓
TR-Managed Campaign Automation	Leverage TrustRadius campaign services to streamline review generation outreach.		✓
Advanced Campaign Outreach RaaS: Review refreshes, ratings to review campaigns, etc.	Tap into TrustRadius' advanced review tactics to always ensure fresh and consistent review content.		✓
Gift Card Delivery	TrustRadius handles all gift card delivery, taking the tracking and burden off your team.		✓
Multi-channel Performance Reporting	Gain a deeper understanding of channel performance for review sourcing strategies in our Metrics dashboards.		✓
TrustQuotes Library & Syndication	Organize high-value review quotes by a custom tag library for sales and marketing usage.		✓
Downstream Intent Data	Gain intelligence on which accounts are checking out you and your competitors		✓

Native Lead Forms	Access the ability to connect directly with buyers from your product listing.		✓
Intent-Driven Leads	Have TrustRadius drive leads for you using your category.		✓
Dedicated Strategy Consultant (CSM)	Access a TrustRadius CSM for strategy consultation, campaign planning, and more.		✓

Average impact of partnering with TrustRadius for review growth and visibility:

16x

TrustRadius customers see 16x the pageviews vs. non-customers

89%

TrustRadius customers see an 89% increase in traffic on TrustRadius after their fifth review



How TrustRadius customers are using reviews to stand out in a saturated market:


13x

See how SeekOut used TrustRadius to get 13x more reviews and over 500% increase in pageviews

[READ STORY](#)

#1

Learn how Dun & Bradstreet became #1 in their TrustRadius category in just 90 days

[READ STORY](#)

#1

How Apptio used TrustRadius Event Support to triple their reviews and ascend to #1 in their category

[READ STORY](#)

#1

How Groove bolstered its review strategy and became the #1 viewed product in its category

[READ STORY](#)

Creating brand preference with custom questions

It's not about getting any old review on the record—it's about getting the *right* reviews from the *right* personas who say the *right* things to attract the *right* buyers for your product. Did you know that TrustRadius offers custom questions? These questions can be tailored in your review flow to get your target narrative on the record. Arm your GTM teams with laser-focused content that pinpoints how your company solves a specific persona's problem or use case. Check out the custom questions example below where Rubrik was able to deposition their competitor Veeam in their review content.

Example Custom Question

Your readers may be familiar with other similar products already. It helps them to understand your perspective if they know what else you considered or used previously. You can skip this question if you don't have experience with any similar products.

What other products like Rubrik have you used or evaluated? Describe how Rubrik stacks up against them and why you selected Rubrik. Consider factors such as performance and ease of use.

Select from the list of products, or give insights on products your peers may not know about in the space below.

Describe how Rubrik stacks up against them and why you selected Rubrik.

B
I
U

We recommend you aim for a word count between 50 and 200. 0 words

Alternatives Considered

- Veeam Backup & Replication

Rubrik is very seamless and is super easy to connect to a VM environment. I find it is easier to configure and maintain than Veeam. One of the main reasons we selected Rubrik was the ease of deployment and the added ransomware protection. Ransomware attacks are on the rise especially with government and educational institutions in our state. It is important for us to safeguard our data and to be proactive instead of reactive.



300+

How Paylocity used custom questions to drive 300+ new reviews and boost profile views

[READ STORY](#)

Average impact of custom questions on customer reviews:

33%

Reviews utilizing custom questions are more targeted and **33% longer**



Custom questions allow you to tailor new content to your GTM and refresh older reviews

25%

TrustRadius customers who leverage custom questions find that **25% of their review content ends up being customized**

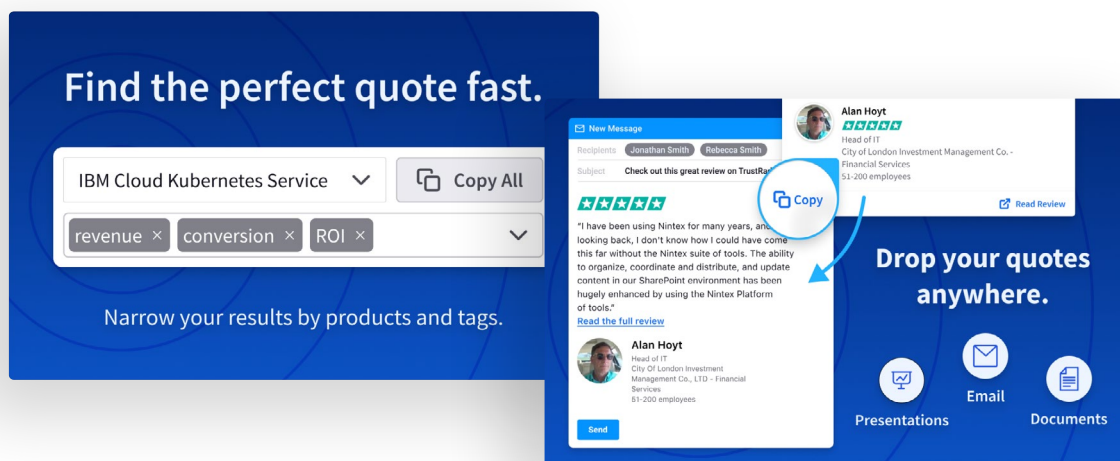


Custom questions help you **grow your library of marketable quotes** for sales and marketing usage



PLAY

Is your sales team targeting former users who have switched organizations? Here's a play to help them close the deal. Use [interactive demos](#) to show how your product can solve your former user's **new** organization's use case. Arm them to bring your proposal to their budget holder. Use custom questions in your review outreach to get reviews on the record that your sales team can use to show this user how your product now solves problems for their **new** organizations' industry, target persona, use case, etc. [Watch creative ways TrustRadius customers are using custom questions](#). Check out the chrome extension below to start arming your sales team with social proof today.



Arm your sales team with customized social proof

Now that you have tailored review content that matches your GTM strategy, it's time to put it to work. Sales teams are always asking for quick and easy ways to find quotes that tell your brand narrative or prove use cases. The TrustRadius chrome extension makes it easy. [Downloading the extension](#) takes less than five minutes and your entire sales team will be able to quickly filter by industry, persona, use case, competitor, etc. for the review quote they need to back up their deal. Not only is it quick and easy to filter to a money quote, there's copy-and-paste capability built into the widget that captures the review quote with HTML formatting for a quick paste into an email, sales deck, RFP response, etc.

alteryx

200K

See how Alteryx enabled 1,600 sales reps with the Chrome extension and generated 200k in new pipeline in two weeks

[READ STORY](#)

seekout>



TrustRadius has helped us capitalize on the voice of our customers. We've successfully **increased brand awareness and differentiated ourselves from our competition** in the market. My sales team loves using the free **TrustRadius Chrome extension of customer quotes** when pitching Seekout to prospects.

Kelci Marx
Sr. Marketing Manager



Use customized social proof to increase website traffic and visibility in search engines

With an average TrustRadius score of **8.3**

CRM tool that boosts work skills

★★★★★

Aug 15, 2021

“ Zoho CRM gives us a fully automated system to monitor general and specific sales, and have a thorough control of every detail of sales.

“ It has an excellent database, both to make an excellent follow-up to each of our sales and keep total control of the commercial movement, as...

“ Zoho CRM is an excellent choice for marketing management and to boost sales, it helps to put an important focus on the excellent service you...



Authenticated Reviewer

Director
Retail | 201-500 employees

[Read full review on TrustRadius →](#)

ZOHO CRM FOR B2B AND B2C SOLUTION.

★★★★★

May 20, 2020

“ Zoho CRM helps in data management, bringing the team onto one platform, managing the team. It is a very powerful B2B and B2C solution.

“ Zoho CRM is a powerful solution for data management, team management, and contacts management, and it's user friendly. Zoho CRM assists with...



Aslam Sayyed

Manager
Pizzamax
Food & Beverages | 501-1000 employees

[Read full review on TrustRadius →](#)

Zoho CRM is a small but efficient way to increase productivity

★★★★★

Mar 7, 2020

“ Zoho CRM is well suited for sales professionals in any firm. It saves a lot of hassle and provides ease of access, time management and helps...

“ Zoho is efficient, elegant and smarter than its counterpart in a lot of ways. It's unique and the ease of implementation throughout an entire...



Prashant Choudhary

Business Development Manager
EMTEX ENGINEERING PRIVATE LIMITED
Machinery | 201-500 employees

[Read full review on TrustRadius →](#)

Example of TrustRadius TrustQuotes for Web syndication widget

Ready to drive traffic and rank for keywords related to your GTM? If your competitors are beating you in search engines, review content syndication is a powerful tool to rank higher in Google SERPs and increase traffic and on-page engagement. By utilizing custom questions, you can capture net new review content that aligns with the topic of any page you need to increase visibility for on search engines. TrustRadius customers commonly syndicate on:

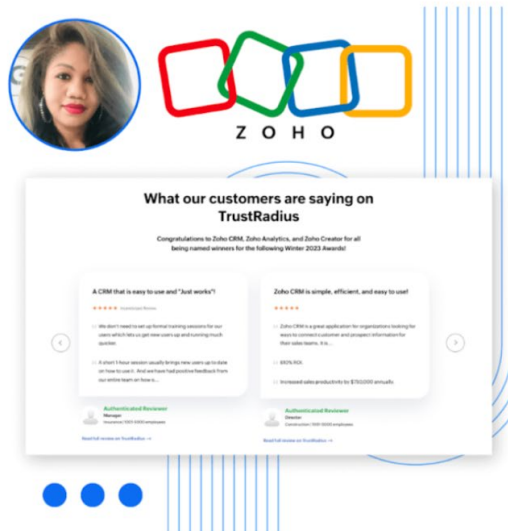
Home pages	Competitive landing pages
Conversion-focused pages	Product/solutions pages
Social proof pages	Services/ portfolio pages

Hear how Zoho for Enterprise targeted reviews from their enterprise customers to move up-market and syndicated those reviews on their newly created Zoho for Enterprise website.

Syndicating TrustRadius reviews to increase visibility, traffic, and engagement

“TrustRadius has been critical in elevating our enterprise positioning in the US. By helping us capture reviews from our enterprise customers, we now have social proof validating our enterprise use cases. TrustRadius has also helped us syndicate those reviews across our website, increasing keyword rankings, time-on-page, and overall traffic.”

Kristine Middleton
Enterprise Campaign Manager
Zoho



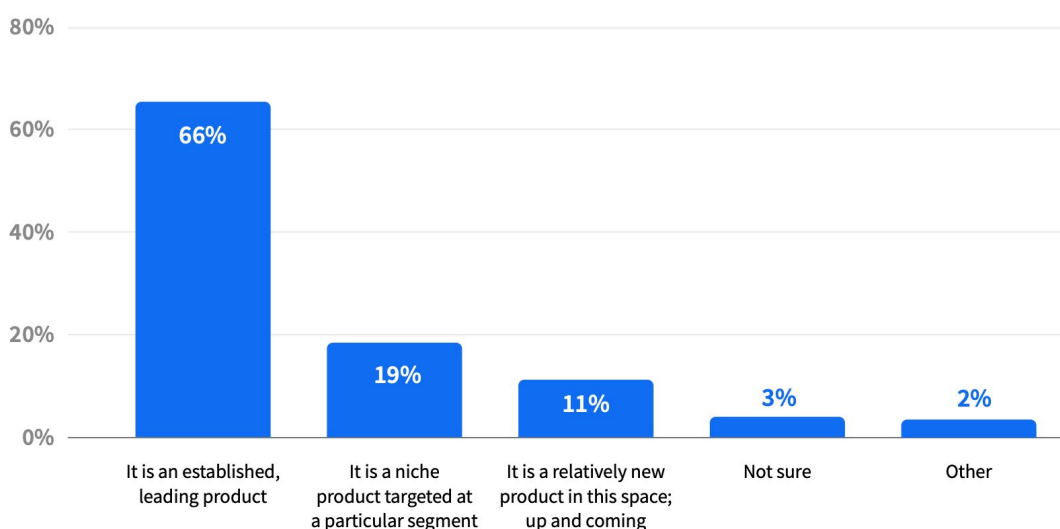
[Read Story](#)

Facing budget cuts while maintaining pipeline impact

Amidst budget cuts, reallocation of brand spend to lead gen is ultimately hurting tech sellers

In a down economy where technology layoffs are high and every dollar is heavily scrutinized, maintaining a healthy pipeline is top-of-mind for tech executives. Marketing teams are typically the first to experience headcount reduction and have their budgets slashed with requests to cut or reduce ancillary spending and reallocate brand marketing dollars to lead generation. If you're feeling this pain, we have the data to help you maintain, and make an argument for healthy brand spend.

Purchased Product's Brand Maturity

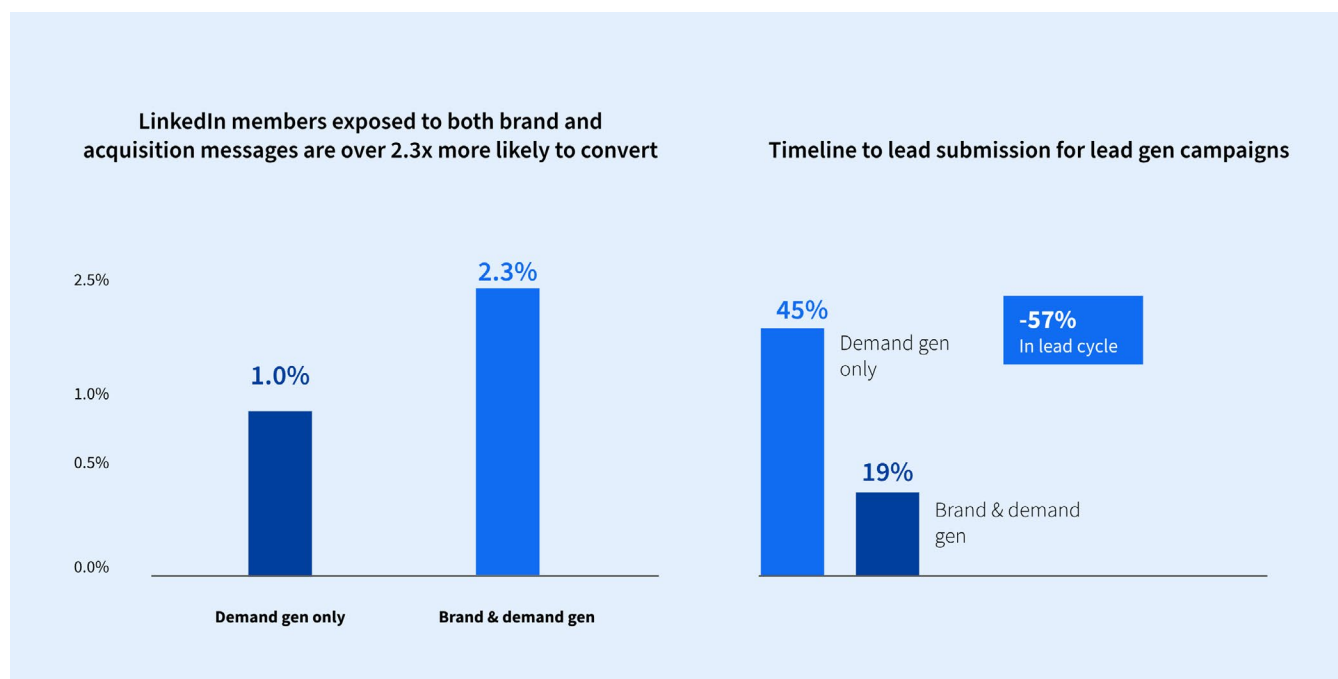


The problem: Making a buyer's shortlist starts with brand awareness, but brand budgets are being slashed

According to the [2024 B2B Buying Disconnect Report](#), 71% of buyers reported buying a product that was their first choice and 66% reported choosing a product that is leading and established in their industry. This means that by the time a buyer is reaching out to sales, likely through one of your lead generation channels, they've already made a decision on whether to purchase.

The solution: Spend budget smarter from the top to the bottom of your funnel

Less-established brands in particular need to invest in brand marketing as a feeder for their lead generation marketing pathways. This pivot toward brand-led growth will ensure pipeline health not only through these economic headwinds, but will also set your company up for success in the future. Data from our partners at LinkedIn tells us that LinkedIn members exposed to both brand and demand messages are over **2.3x** more likely to convert. And when brand and demand gen campaigns are run in tandem, there's a **57%** decrease in time to acquisition. [Watch our webinar](#) on using TrustRadius downstream intent data on LinkedIn to drive brand and demand.



2.3x

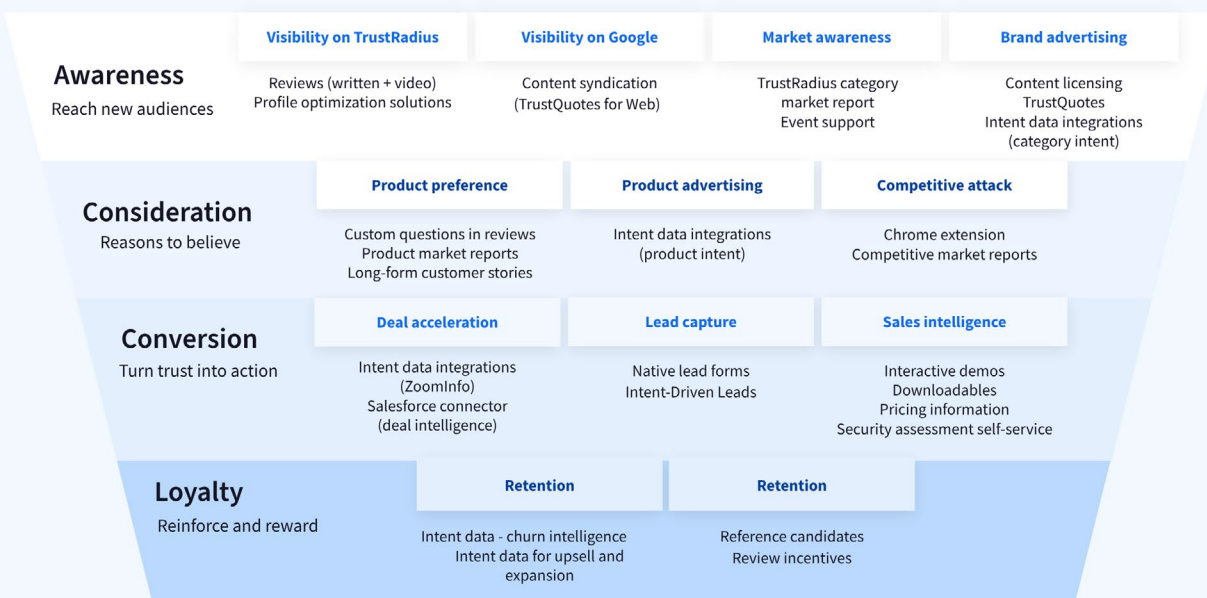
LinkedIn members exposed to both brand and acquisition messages are over 2.3x more likely to convert

-57%

Reduction in lead submission cycle time when brand and demand gen activity run in tandem for the tech buying committee

Social proof should be woven into every step in your marketing funnel. Every asset you create, every e-book, landing page, sales deck, etc., should have reliable proof to back up your claims. It's today's currency when building buyer confidence, and using buyer intent data in the background to drive demand and generate leads is the ROI icing on top. Avaya [decreased CPC on their LinkedIn ads](#) by 48% simply by adding review quotes to the ad creative.

TrustRadius Solutions Funnel



Start at the top of the funnel and make sure you're getting discovered for buyer pain points in search engines. [93% of buyers](#) start their research on search engines. By syndicating user reviews from TrustRadius on your website and landing pages, you can expect increased visibility on SERPs, more keywords ranked, increased on-page engagement, and increased conversion rate. By tailoring your syndicated reviews to the topic of the page, you can create extremely targeted content that helps you hit your SEO goals and is relatable to buyers.


+70%

Find out how Hootsuite increased URL clicks to niche pricing keywords by over 70%

[READ STORY](#)

#1

Find out how Riskified started ranking #1 for competitive keywords in their industry

[READ STORY](#)

Average results TrustRadius customers see after syndicating reviews:

15%

Increase of 15% in conversion rate

\$5K-50K+

Monthly CPC savings of \$5k-\$50k

20%+

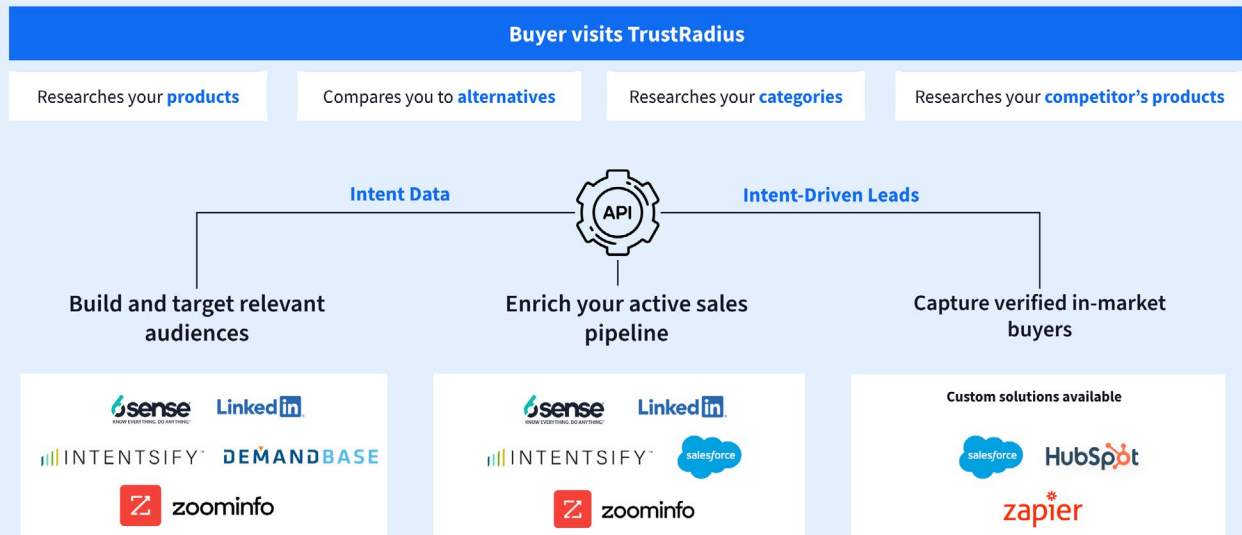
Increase of 20% in organic traffic



Increased on-page engagement and scroll depth

Reinforce your SEO strategy with brand and demand messages to buyers powered by TrustRadius buyer intent data. Target and convert in-market buyers researching your product listing and your competitor's on TrustRadius with our [Intent-Driven Leads](#) program and our [integrations with ABM and ad partners](#) like LinkedIn, Salesforce, 6sense, Demandbase, ZoomInfo, Intentsify, and more. Keep reading about smart intent-driven demand and lead generation spending below.

TrustRadius demand and lead generation ecosystem



Use TrustRadius intent data to optimize campaigns and engage in-market buyers faster

KnowBe4

3x

Read how KnowBe4 used intent data to increase 6sense account engagement by 3x

[READ STORY](#)

tis

20%

Read how TIS drove leads and exceeded conversion rate benchmarks by 20% with TrustRadius intent data on LinkedIn

[READ STORY](#)



PLAY

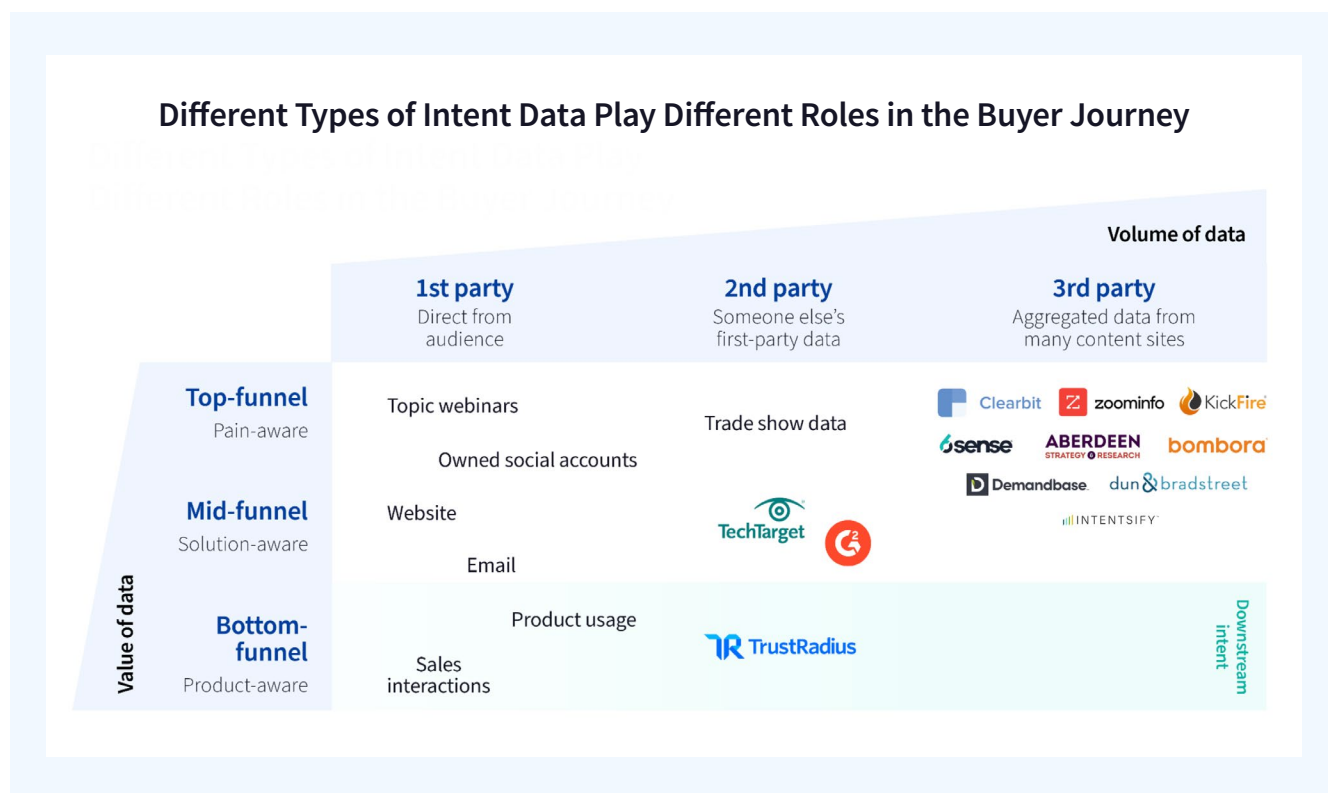
Create a full-funnel marketing strategy that will increase your brand awareness and [fill your pipeline](#) with [quality leads](#). Drive reviews syndicate the voice of your customers across your website and landing pages to [increase visibility on Google SERPs](#). Tailor your syndicated review content to the content on the page to increase conversion rates. Augment your brand strategies with lead gen and ABM tactics with the TrustRadius [Intent-Driven Leads](#) program and [ABM integrations](#).



Struggling with inconsistent and unreliable intent data

Buyer intent data is a mainstay for modern marketers, but it's not as simple as it promises to be

Intent data has become a mainstay for B2B GTM teams over the past decade, with numerous providers emerging in the market promising an easy button to capture prospects. While on paper these providers may seem similar in what they provide, their intent sources are often wildly different. The problem emerges when GTM teams partner with a provider and then find out after the fact that their audience isn't targeted enough to deliver on expectations. So, how can you avoid this pitfall?



The problem: Not all intent data is created equal

You may already know that first-party intent is your own data from your own website, databases, and marketing capture. Second-party intent is a provider's proprietary first-party intent data that has been packaged and delivered to a marketer at a cost, and is not blended with other sources. Third-party intent data blends multiple sources, casting a broad net to engage buyer interest. Usually, third-party intent data is based on contextual interest in a "topic" or specific "keyword" that a buyer may have read about online or searched directly in their browser. Your first-party intent data will always be the richest—these are buyers that came to your website to learn about your product. Second-party and third-party intent data can be very targeted as well, but you need to know the right questions to ask.

The solution: Understand your intent data vendor's audience from A-Z

If you're vetting a provider offering [second-party or third-party intent data](#), make sure you're armed with the right questions to ask. If they're offering second-party intent data, gain an understanding of exactly how those intent signals are captured, who the audience is, and what the overall volume looks like, and see if they'll let you do an ICP-match exercise up-front. If a vendor isn't being transparent about this information, there's probably a reason why. Offering an ICP match pre-purchase gives you a taste of the intent quality before making an investment. After all, shouldn't you be able to try before you buy too? Third-party intent providers typically provide intent that's higher up in the funnel (i.e., someone read an article that is related to the problem your solution solves). How is this provider helping you nurture these accounts down the funnel? What is your nurture plan?

Review websites like TrustRadius offer second-party intent data and provide a unique vantage point in the market. Technology buyers come to TrustRadius as a top-three source of information on their journey—they're here—reading reviews and doing research about your product and your competitor's. If you're considering review site data as your intent source, always ask about the vendor's audience demographics and ensure they match your target audience.



TrustRadius is transparent about our audience demographics and traffic overlap with named competitors. We skew more mid-market and enterprise, and our product is designed to keep buyers on our website, enriching intent data for your usage. More transactional review sites with short-form reviews and less information have less engagement and less targeted intent signals. For example, G2 intent data models in blog traffic and sponsored content, not necessarily people researching you or your competitors. TrustRadius intent activities are straightforward and include:

- Buyers researching your products
- Buyers researching your competitor's products
- Buyers comparing you and your competitors
- Buyers researching your categories
- [And more...](#)

Additionally, some intent providers like G2 will block you from your competitor's intent data if they're also a paying customer, and this isn't helpful for anyone. At TrustRadius, we keep the playing field even. Our goal is to connect buyers with technology sellers who are the best fit for them.

Optimizing LinkedIn KPIs with TrustRadius intent data

"By leveraging TrustRadius category intent data in our LinkedIn advertising, we were able to improve overall campaign KPIs across click-through-rate, impressions, and our cost-per-click. This is considerable as MIP's ad benchmarks are already above industry averages. Our TrustRadius campaign also received the highest impressions of any ad group overall!"

Gregory McElroy
Marketing Campaign Manager
MIP Fund Accounting



[Read Story](#)



PLAY

Activate TrustRadius [buyer intent data](#) through powerful [integrations](#) that help you meet your business goals. Do you need to expand your marketable database and increase your account presence across the top of your funnel? Build and target relevant audiences leveraging your TrustRadius category intent data across platforms like [ZoomInfo](#), [6sense](#), [LinkedIn](#), [Demandbase](#), and [Intentsify](#). Need to enrich your active sales pipeline with buyer intelligence? Sync TrustRadius activities to your Salesforce account records and enable your sales team to build targeted outreach lists with our integration providers. Want leads immediately delivered to sales? Activate our Intent-Driven Leads program and sync leads who are verified buyers directly to your CRM. Keep reading to see exactly how the [Intent-Driven Leads](#) program works.



Dealing with common mistakes in content syndication for lead generation

Buyer intent data makes big promises for lead generation, but audience and strategy determine lead quality

We've already talked about the differences between [first-, second-, and third-party intent data](#) and where different providers' data usage makes the biggest impact in your marketing funnel. Now, we want to talk about providers who offer leads on a silver platter to marketing and sales teams. One strategy is to work with content syndication vendors who republish your content on other websites to reach and convert new audiences to leads. Just like intent data providers, content syndication providers are not created equal, and it's important to understand their strategies and tactics for your own success.



The problem: content syndication is often marketed as a quality lead generation tool, but underdelivers

There's nothing more frustrating than working with a poor-quality leads vendor. You've wasted time, budget, and have lost the trust of your sales and marketing teams. There isn't a lot of information out there to help you do your due diligence when selecting a syndication vendor. Here are some tips to help you avoid common mistakes. First off, always make sure you're asking the right questions:

- Who are their publishers and where will your content be shared?
- How does your publisher intend to reach your target audience? Are they using intent data? Are they using filters that match ICP?
- Which content asset type will they be using as a conversion point? Are they creating it? Can they use something you've already created?
- How exactly will the content be promoted?
- How will each lead's contact information be verified? Do they offer an ICP match service?
- How will leads be synced to your CRM or system of choice?
- Do they offer BANT qualification before leads are routed to your sales team?
- Is your sales team ready for follow-up? Do they understand where these leads are in the buyer's journey? Do they understand what types of messaging to use?
- How are leads priced? Do you pay per lead? Do your competitors have an option to bid higher than you and capture leads?

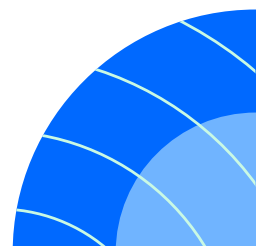
Content syndication for lead generation has a reputation for being junk. Leads are often higher-up in the funnel and not ready to buy. Just because they downloaded an e-book doesn't mean they're ready to take the plunge and purchase your product. This is why strategy matters when it comes to lead generation services.



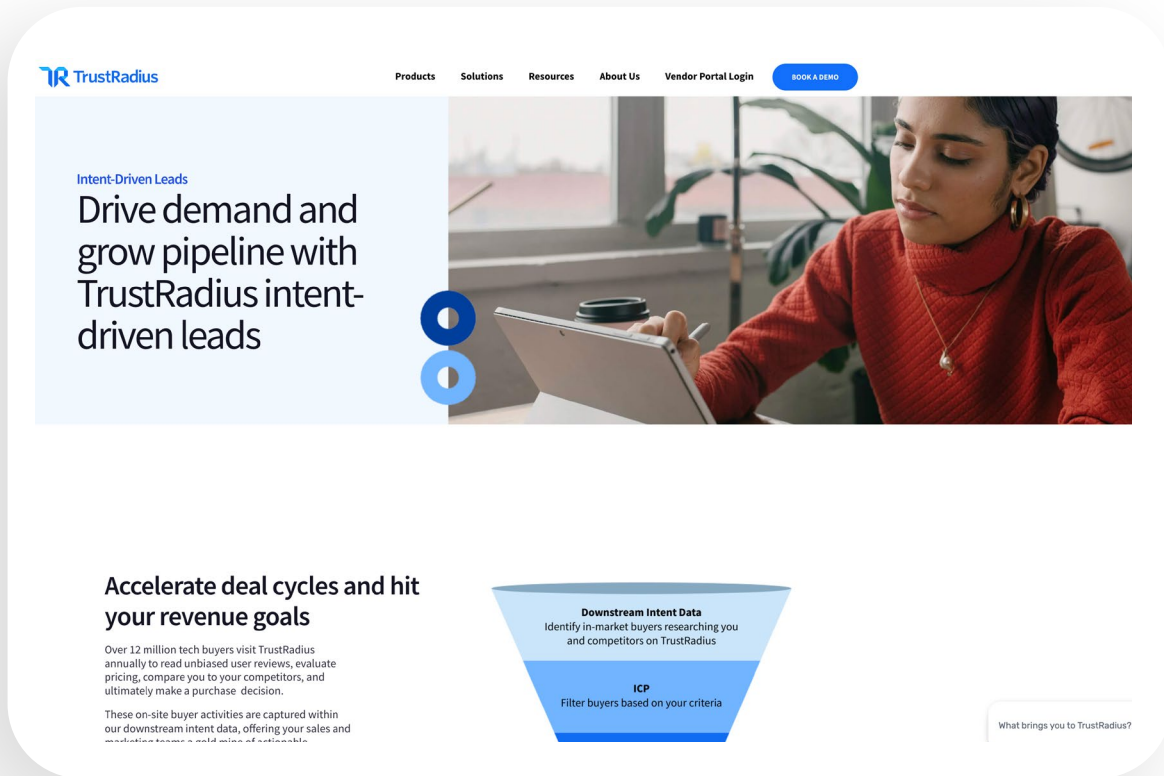
The solution: TrustRadius' Intent-Driven Leads program delivers ICP-qualified leads who are verified buyers

Plain and simple, leads should have shown true intent to purchase before being delivered to your sales team. There's nothing more frustrating to sales reps than chasing a deal that needs more nurture or simply isn't ready to buy. TrustRadius' [Intent-Driven Leads](#) program mitigates sales' frustrations by delivering leads that are actually verified buyers on TrustRadius.

- How does it work?
 - We identify who's checking out your products, and your competitor's products, on TrustRadius and match those accounts to your target account list and ICP
 - We engage those buyers with trusted [market reports](#) created by us and derived from your review content
 - We deliver leads seamlessly to your system of choice
- How is this different from other syndication providers?
 - Buyers targeted are limited to accounts found in your product and category's intent data. These accounts have come to TrustRadius to read reviews, evaluate pricing, and do research about you and your competitors, and are in a known buying cycle.
 - The asset used to convert these buyers to contacts is a trusted third-party verified market report with social proof from your customers; [market reports](#) produced by TrustRadius convert at a higher rate than standard e-books and guides
 - Customers who leverage this program to fill their pipeline also receive a dedicated program strategist who will work with them to create an actionable, high-converting nurture strategy with their sales and marketing teams



See the whole process step-by-step



Intent-Driven Leads

Drive demand and grow pipeline with TrustRadius intent-driven leads

Accelerate deal cycles and hit your revenue goals

Over 12 million tech buyers visit TrustRadius annually to read unbiased user reviews, evaluate pricing, compare you to your competitors, and ultimately make a purchase decision.

These on-site buyer activities are captured within our downstream intent data, offering your sales and marketing teams a gold mine of actionable insights.

Downstream Intent Data
Identify in-market buyers researching you and competitors on TrustRadius

ICP
Filter buyers based on your criteria

What brings you to TrustRadius?

Lucidworks and Cisco were early adopters of the Intent-Driven Leads program and were pleased with the outcomes and quality of leads delivered



Jaisy De La Cruz
VP of Global Revenue Enablement,
Lucidworks

“TrustRadius’ consultative approach has been invaluable in helping us nurture and convert these leads. In fact, we are actively refining our go-to-market strategy based on insights gained from the program.”

 TrustRadius



Brett Rafuse
VP of Integrated Marketing,
Cisco

“We needed to drive a large volume of leads in a short time to hit our pipeline goal for the quarter. We piloted TrustRadius’ Intent-Driven Leads program and were impressed with their ability to deliver 4,000 ICP-matched leads in less than two weeks.”

 TrustRadius



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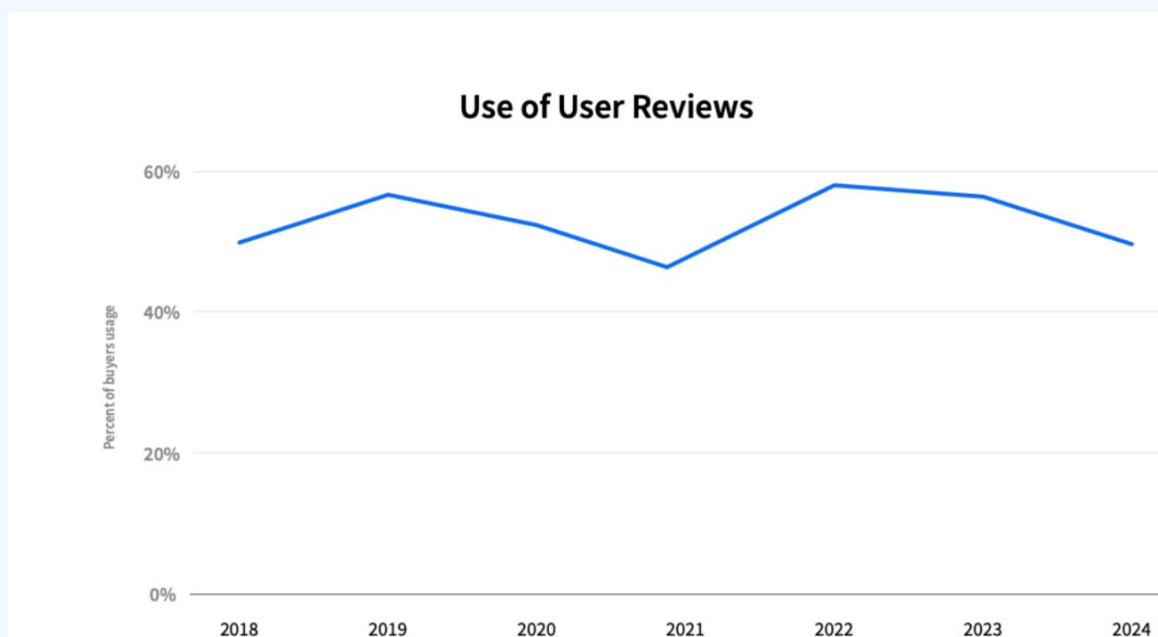
Start driving reviews! You only need five reviews to create your first market report and participate in the [Intent-Driven Leads](#) program. Strategize with TrustRadius subject matter experts on which categories you should target, ICP-filtering, messaging, sales nurture, and more.



Navigating the complex landscape of B2B peer review websites

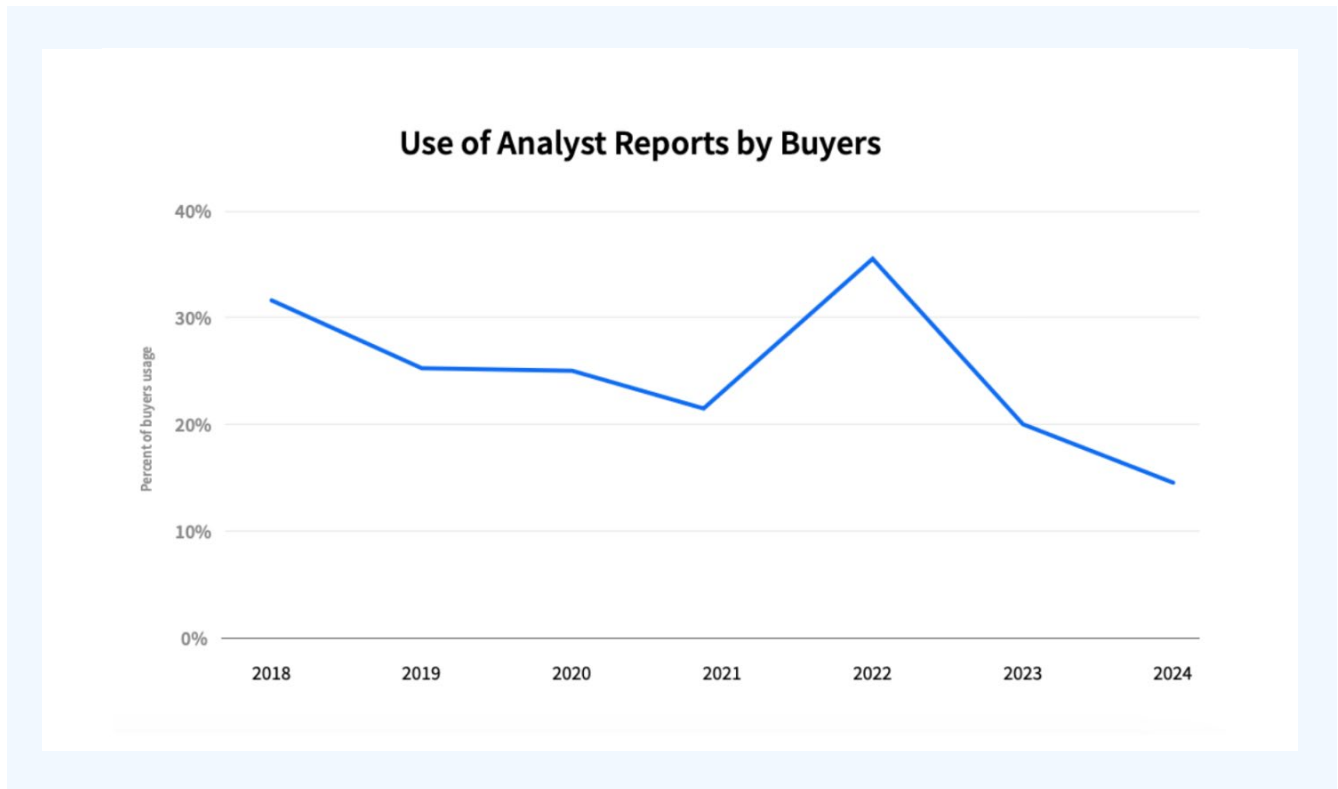
There's a misconception that review sites just offer your brand a presence and nothing more.

In today's digital-first B2B landscape, buyers prefer to self-serve a large portion of their buying journey. [User reviews continue to rank among the top three resources](#) consulted by technology buyers.



The use of analyst reports reaches historically low usage at 16%—the lowest it has been in seven years, and it's continuing to trend down.





The problem: The trust is broken

73% of buyers believe that they regularly or sometimes see fake reviews online. This indicates that review sites themselves play a vital role in combating fraud and building buyer trust.

As learned in our [2024 B2B Buying Disconnect report: The Year of the Brand Crisis](#), the most important factors buyers are evaluating are:

1. Review content.
2. Self-serve information like demos and pricing.
3. Product's score(s) for specific features or attributes.
4. Reviewers relatable to them (company size, industry, role, etc.).

The solution: To effectively meet these self-service buyers, you need to be where they're researching—on multiple review platforms.

A multi-review platform strategy allows you to:

- Reach buyers wherever they are, increasing your product's visibility
- Improve your SEO by ensuring your brand is mentioned across various sites
- Drive more traffic to your website by appearing on the platforms that buyers trust most
- Collect diverse and detailed customer reviews, which can be used across your sales and marketing efforts

However, we realize this is easier said than done.

- “My boss has always worked with G2 and doesn't want to switch.”
- “How would we even leverage two review platforms, I barely drive reviews with the one I have.”
- “All of our competitors are on G2. We have to be there.”

Sound familiar?

Keep in mind, not all review sites are created equal, and understanding the differences is key to planning your strategy. Here's a high-level breakdown of **TrustRadius vs. the other guys**.

	TrustRadius 	The other guys
Review quality	On average 400 words, 20-27 sentences, and 4x longer. Produces richer intent signals and 3-5 customer quotes per review.	On average < 90 words; 4-6 sentences. Diluted intent signals.
Brand story	Highlights your differentiated brand narrative with customized review questions.	Offer generic questionnaires that don't set you apart from competitors.
SEO support	Boosts SEO and conversions by 20% with keyword-rich customer quotes embedded on your web pages with an easy-to-use widget.	Leave the review content only on their site because of the lack of quality or depth.

Capture demand	Generates more pipeline using customer proof from your reviews coupled with downstream intent data reflective of in-market prospects actively researching you, your competitors, or your category.	Have noisy intent data modeled with blog traffic and sponsored content that is not purely reflective of buyers researching you or your competitors.
Mitigate churn	Identifies churn risk or expansion opportunities when customers are shopping around for other solutions (yours or your competitor's).	Make a guess at which competitors your customers are viewing, as those intent signals are blocked from your view if your competitor is also paying for intent data.
Competitive intel	Category intent includes buyers researching you and your competitors regardless of their customer status.	Don't allow you to see their product-level intent signals if your competitors are customers.
Content activation	Accelerates deal cycles with compelling customer success stories and competitive reports built from your reviews.	Generate a bunch of generic customer reviews that are not relatable to your buyer's use case or persona.
VoC product feedback	Uses the voice of your customer to shape product innovation for your organization with streamlined, actionable customer feedback at your fingertips.	Try to dissect what is at the heart of your customer's praise or criticism for your product within a three-sentence review.
Awards	Awards aren't pay-to-play and research is conducted annually using a proprietary formula that evaluates review recency and relevancy, not just scores.	Operate on a pay-to-play basis and an overabundance and oversaturation of awards, which leads to a lack of trust among buyers. Plus, you and your competitors may win the same award.
Account support	Gets a dedicated consultative account team focused on your success within the first 90 days or faster.	Has dedicated sales reps trying to upsell you within the first 90 days.

TrustRadius audience demographics:

54%

mid-market and enterprise

900+

B2B categories

61K

B2B products listed

27M+

buyer page views in categories each year

75%

managers, directors, VPs, or C-level executives

12M

annual visitors

9

minutes on comparison pages

4x

longer reviews

56%

plan to make a purchase within three months

12%

Capterra

3%

PeerSpot

19%

G2

5%

Gartner Peer Insights

Key myths to dispel

Myth #1: One review site is enough.

Relying on a single site means missing out on buyers who are researching elsewhere. Not all potential buyers will visit the same platform. By expanding to multiple platforms, you significantly widen your reach.

Myth #2: Negative reviews hurt your brand.

Negative reviews can actually be beneficial. Buyers see overly positive reviews as suspicious, and addressing negative reviews publicly demonstrates transparency and trustworthiness.

Myth #3: Driving reviews is hard.

TrustRadius takes the guesswork out of driving reviews. As a customer of TrustRadius, we help you strategize ways to drive reviews, whether it be in-product, incentives, or at in-person events. Our [Review Growth Kit](#) contains high-performing done-for-you copy so that you can spend less time on the “how” and more time implementing and sharing your customer voice.

Myth #4: You need thousands of reviews to get noticed.

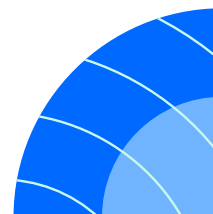
Increase your TrustRadius product profile page visibility by 50% with just five quality reviews. For us—and for buyers—it’s a quality play. That’s why our brands find more success with each review—and therefore don’t need scores of them.

Genuine reviews give you richer content to repurpose across your marketing channels, enabling you to flood the market with customer proof points more easily.

Myth #5: You need a dedicated team to drive quality reviews.

Did you know that as a customer of TrustRadius, you get access to a team of review-driving experts? We handle everything from the review invites to incentive fulfillment. From those reviews we drive for you, opted-in reference candidates will appear in your vendor portal. Gathering customer testimonials just got a whole lot easier.

Learn more about [Quality content you can trust](#)





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Relying on just one review platform is a missed opportunity, as each site has different audiences and varying degrees of overlap. For instance, only 20% of TrustRadius' traffic overlaps with G2, and just 10% overlaps with Gartner Peer Insights. If you can't buy us all, make sure you understand which provider is truly going to help you hit your GTM goals. If you're looking to reach mid-market and enterprise buyers, TrustRadius is a good option for you. If you need clear revenue attribution and ROI, we provide those tools up front. A play for getting budget buy-in is to ask your potential partner to project partnership ROI. Make sure the numbers are clear and their audience matches your brand and demand gen goals.



Tying customer-centric strategies directly to revenue growth

There's a misconception that review sites just offer your brand a presence and nothing more

Quantifiable ROI is the most important factor for technology sellers looking to invest in a review website or intent partner. CFOs are meticulously evaluating vendor investment to ensure partnerships are truly impacting the bottom line. In this economy, there's no dollars to spare and marketing teams are under pressure to produce metrics beyond the number of reviews generated in a year, or a grid placement, to prove value.

The problem: It's hard to put a dollar amount on the impact of customer voice on revenue generation.

Marketing teams are looking for a way to show clear revenue attribution to maintain investment in peer review partnerships.

The solution: We know that customer voice is crucial for building brand trust and sharing genuine product experiences.

Quality reviews are a top influence on the buyer's journey, and through integrations like the TrustRadius intent data Salesforce connector, you can see the tangible influence of TrustRadius traffic on your pipeline.

Sum of Opportunity Value - Closed Won



Match Status Details

- Matched - Existing Account (Auto) ●
- Matched - Existing Account (Manual) ●
- Matched - New Account ●

Report: TrustRadius Accounts with TrustRadius Activities
TrustRadius accounts showing intent

	TrustRadius Account: Tru...	Industry	Company size ↑	Activity Label	Description
407	Bank of America Corporation	Financials	100,000	ProductReviews	Viewed GoldMine Reviews (reviews)
408	Bank of America Corporation	Financials	100,000	Comparison	Viewed a comparison of Salesforce.com vs SAP SuccessFactors
409	Bank of America Corporation	Financials	100,000	ProductReviews	Viewed HoneyBook Reviews (reviews)
410	Bank of America Corporation	Financials	100,000	Comparison	Viewed a comparison of Informatica PowerCenter vs Microsoft Visual Studio Code
411	Novartis	Health Care	100,000	Comparison	Viewed a comparison of Informatica Data Quality vs Informatica PowerCenter
412	Novartis	Health Care	100,000	Comparison	Viewed a comparison of Informatica Data Quality vs Talend Data Quality
413	Novartis	Health Care	100,000	ProductReviews	Viewed Pardot Reviews (reviews)



\$2M+

TrustRadius intent data influenced 2M+ in open opps for Influitive

[READ STORY](#)



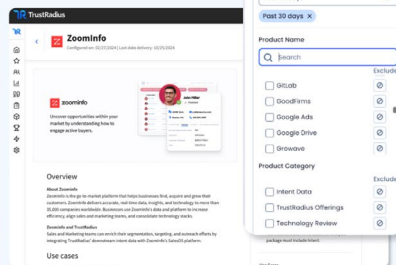
“I never would’ve expected in a million years the traffic and matched accounts TrustRadius has for higher ed—our best performing market! The new visibility is really valuable.”

– Evan Luke, Director of Revenue Ops | Vanilla Soft

Increasing sales efficiencies and opportunities

“The BDRs have their TrustRadius product intent data saved searches set up in ZoomInfo...They get a notification and can reach right out to the matching contacts from that account and start that conversation. We’ve had six new opportunities and expanded buying team contacts for 15+ opps.”

Sinehan Kerman
Senior Director of Global Revenue Operations
TIS



[Read Story](#)

Direct attribution of revenue coming from TrustRadius can also be found in 1:1 conversions through our native lead forms, as well as closed won deals generated through intent advertising and the [Intent-Driven Leads](#) program. In the [customer story above](#), you can see that TIS accelerated revenue by 4x by leveraging TrustRadius intent data in ZoomInfo.

On average, TrustRadius customers see:

5.6x

First year ROI when partnering with TrustRadius

\$60K

An additional savings of \$60k from cost deflection in SEO

3 months

Most TrustRadius customers pay for an entire year's worth of quality content in reviews, syndication, and downstream intent data in just three months



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Want to see how much ROI you could realize with TrustRadius? [Take our ROI calculator for a test-drive](#) and find out.



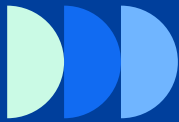
Do-it-yourself

Calculate the ROI on your TrustRadius investment based on your actual metrics plus estimate additional savings from boosting SEO* and content cost deflection [here](#).

[CALCULATE YOUR ROI](#)

Your Potential ROI

Average SaaS ACV	\$25,000
Competitive category	✓
Pipeline generated	\$4,500,000
Average SaaS closed/won rate	22%
Closed/won \$\$	\$990,000



Resources

Email Template: Get budget buy-in from your boss

Strategy Call: Call to understand your current presence

Stats: Load relevant TR presence stats into your template



Ready to get started with TrustRadius?
We're always down to chat, so schedule
a complimentary strategy call today.