UserEvidence

The CMO's guide to **UserEvidence**

> **"**
>
> *UserEvidence helps us showcase the value our platform provides by generating high-quality customer proof. With the ability to scale content creation, we can dedicate more time to enabling our sellers and building relationships with advocates.*

Udi Ledergor
Chief Evangelist, Gong

Your GTM team needs more than just case studies to close deals

Case studies alone aren't enough to move buyers to act.

51% of buyers say statistical proof is what convinces them to move forward.*

If you're not providing evidence at scale, it's hard to create urgency. Here's how it shows up:

☑ **Deals stall or disappear.** More leads ghost or decide to not move forward because they don't feel confident that you'll solve their specific problems.

☑ **Sales constantly pulls your team into firefighting mode.** Which means your team spends more time being reactive to last-minute requests than proactive on initiatives that actually move the needle.

☑ **Winning competitive or upmarket deals feels harder than it should.** And you're spinning your wheels trying to figure out why.
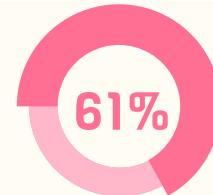
The Evidence Gap is the culprit

Buyers want more proof your product will work for them:
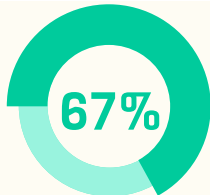
67% of buyers consider a compelling, **statistically significant ROI business case** crucial to win their business*
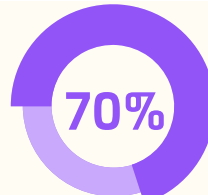
70% of buyers say customer data and stories need to be **relevant to their industry***

61% of buyers value proof of vendor success **for similar customers***

But most GTM teams don't have the data to tell the story that buyers need. **Two-thirds of sellers** say deals slowed or stalled because they couldn't find the right customer evidence.*

Buyers want to see exactly how you:
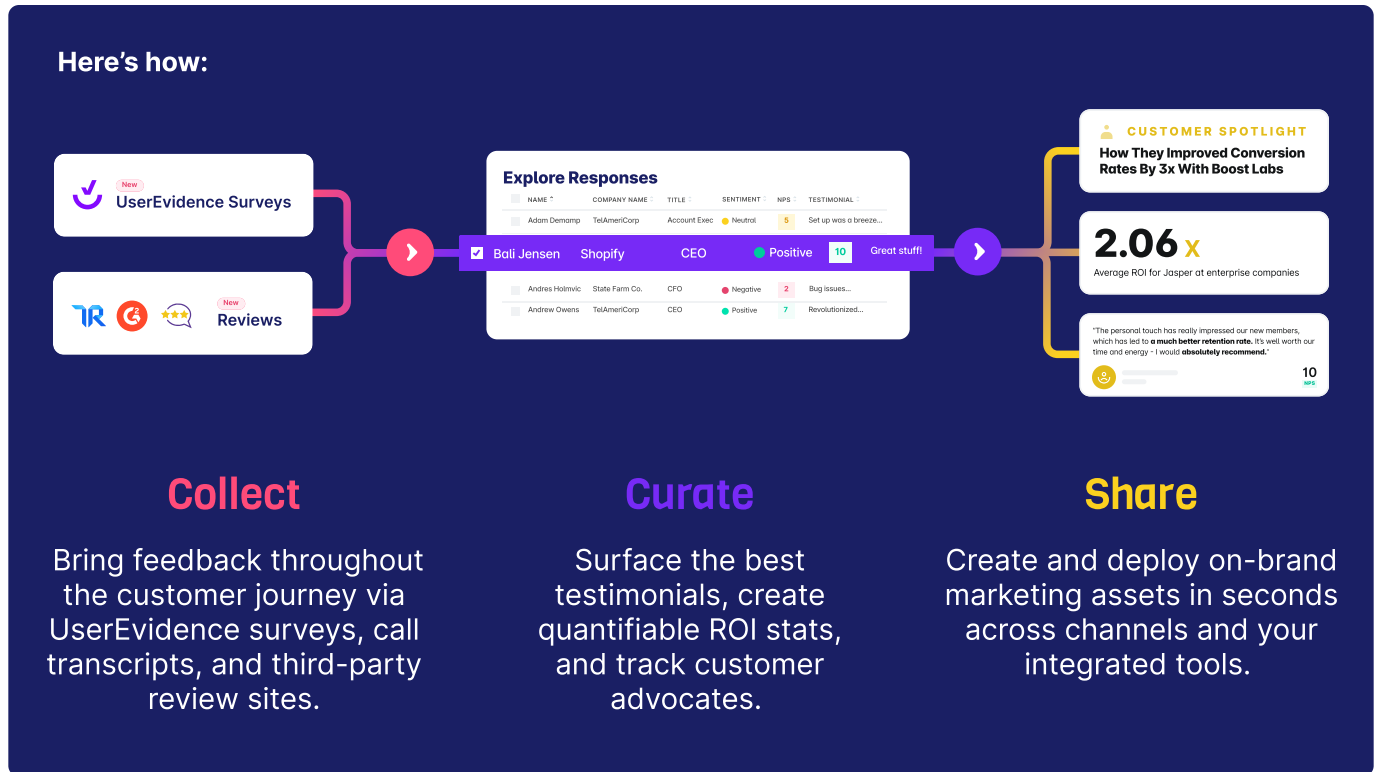
1. Solve their problems **2.** Drive ROI **3.** Outperform the competition

The challenge? Collecting and sharing that proof at scale is overwhelming without the right tools.

How leading teams scale customer evidence with UserEvidence

Teams from Gong, Splunk, and HackerOne use UserEvidence to simplify and scale customer proof.

Here's how:

	Explore Responses					
	NAME ⌃	COMPANY NAME	TITLE	SENTIMENT	NPS	TESTIMONIAL
☐	Adam Demamp	TelAmeriCorp	Account Exec	● Neutral	5	Set up was a breeze...
☑	Bali Jensen	Shopify	CEO	● Positive	10	Great stuff!
☐	Andres Holmvic	State Farm Co.	CFO	● Negative	2	Bug issues...
☐	Andrew Owens	TelAmeriCorp	CEO	● Positive	7	Revolutionized...

CUSTOMER SPOTLIGHT

How They Improved Conversion Rates By 3x With Boost Labs

2.06 x

Average ROI for Jasper at enterprise companies

"The personal touch has really impressed our new members, which has led to **a much better retention rate.** It's well worth our time and energy - I would **absolutely recommend.**"

10 NPS

Collect

Bring feedback throughout the customer journey via UserEvidence surveys, call transcripts, and third-party review sites.

Curate

Surface the best testimonials, create quantifiable ROI stats, and track customer advocates.

Share

Create and deploy on-brand marketing assets in seconds across channels and your integrated tools.

UserEvidence makes it easier to capture + deploy customer evidence (without the constant headaches)

UserEvidence enables the best B2B teams to easily collect feedback through the entire customer journey, then use custom filters to find the exact proof points they need in order to easily build a customer evidence library stacked with ready-to-use testimonials and ROI stats. And, your team can instantly turn those testimonials and ROI stats into on-brand marketing content.

Absorb unifies and simplifies our employee training process

"Absorb has significantly streamlined our employee training process. We formerly had 3 different systems that employees had to navigate to be able to know what was required of them, where the content could be accessed, and how to document/report completed training. We have now integrated these into a single platform and are able to run ad hoc reports based on external auditor needs, which significantly improves our Training Program."

Greg Garner
Sr. Manager, Organizational Development - US, Rho

10 NPS

✓ UE verified: 09/18/2024
Survey conducted by UserEvidence.

uevi.co/3197OQBF

100% of Absorb LMS users saw up to a 10% decrease in time required to develop and launch new training courses since implementing Absorb Amplify.

✓ UE verified: 10/23/2024
Survey of 99 Absorb LMS users, conducted by UserEvidence.

uevi.co/9441FMOK

uevi.co/8225LYFT

"We have been able to create learner modules that allow for our customer and attorney partners to learn how to effectively use our proprietary software. This allows them to learn at their pace, and cuts down on the live training sessions we were holding every week. We have also **increased our staff engagement 100% in Absorb with the addition of Amplify.**"

Kellee Wheat
VP of IT & Support
CsS Services,

Faster evidence for a quicker close

Here's what it looks like when GTM teams supercharge their customer evidence output with UserEvidence:

Scenario	How You Do It Now	With UserEvidence
Sales needs a **customer quote**.	**They spend hours** digging through emails, Slacks, and scattered folders–and pinging your team at all-hours to find what they need.	**They spend minutes** finding pre-approved quotes in seconds using our integrations or UserEvidence asset library
Sales needs an **advocate for a 1:1 reference call**.	Your team asks **the same customer that you use for every 1:1 reference call** and prays this isn't the time they say "no more".	Your team looks through the UserEvidence Advocacy tab to quickly identify a **relevant advocate in the prospect's industry.**
Sales is trying to build a business case for a high-value deal and **needs proof of ROI relevant to the prospect**.	Sales **fudges numbers or cobbles stats together** without real data.	The sales team can **search through verified ROI stats** in their UserEvidence library by industry or use case to make sure they're telling the right data-backed story.
Sales needs help **proving your position over a competitor** in a late-stage competitive deal.	Sales **derails your whole team** by asking you to get a battle card prepared for them before their next meeting (which is in 2 days, by the way).	The sales team **can find verified ROI stats** and stories from customers who switched from the competitor in their UserEvidence library within minutes.
Sales needs **more customer stories** to move deals along.	Your team **rushes to get a new survey out**, and struggles to get helpful responses–let alone, responses at all.	Your team has set up **automated surveys** with UserEvidence, so they explore the results from the latest survey and create a new set of assets for the ready-to-use asset library.

Put proof points at the tips of your GTM team's fingers with these integrations

salesforce　HubSpot　slack　reference edge　slapfive　G2　Seismic　HIGHSPOT

# UserEvidence amplifies every part of your GTM strategy

UserEvidence doesn't just simplify your workflow — it supports your GTM strategy by giving each team exactly what they need to succeed.

"UE delivers ready-made snackable references, use cases, and value statements from end users who may be hesitant or forbidden to decloak publicly. It's a fantastic feedback channel that provides both product direction insights and promotional proof points."

Kirby Wadsworth
CMO, Ionir
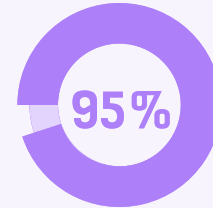
95%

of customers say that UserEvidence enabled them to create a more complete library of customer stories across industries, company sizes, and personas**

"UserEvidences has helped us in a massive way. We cut the time and effort to create case studies and visuals from days or months to minutes. The content we've generated has certainly helped us land some new, great logos. I've recommended UserEvidence to all of my CEO/CRO/CMO friends."

Pete Ryan
Co-CEO, CoSell
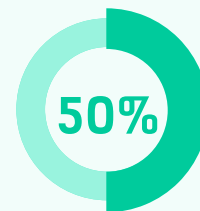
50%

of customers say that UserEvidence improved conversion rates on prospecting**

"UserEvidence allowed us to rapidly capture authentic customer proof and then immediately, seamlessly incorporate them into customer-facing collateral...I doubt we closed the last two six and seven figure deals without the proof, and I don't see any alternative way we could have gotten it!"

Nick Dedekian
CEO, Industry Corps
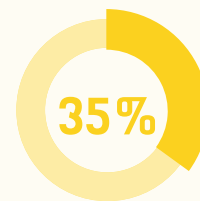
35%

of customers say that UserEvidence improved close rates by AEs**

Tell data-backed stories with UserEvidence Research offerings

Differentiation is key, but it's nearly impossible to achieve without strong data. UserEvidence Research offerings are available to every UserEvidence customer, and they help you stand out by delivering content that builds credibility and supports sales.

Research Content to differentiate your brand

Compelling thought leadership content based on original research from practitioners in your chosen field. Think: State of..., trends, buying guides.

ROI Studies to differentiate your product

Quantifiable proof of the value of your product based on longform interviews and customer surveys. Third-party verified, applicable ROI model, realistic results.

Differentiate your brand

With **UserEvidence Research Content**, we are your research partner every step of the way. Let us handle the heavy lifting from research design, to sourcing your ideal audience, and creating the report. All within 90 days.

Equip your teams with high-quality, verified content that demonstrates your expertise and helps buyers make informed decisions — all without lifting a finger.

Prove your ROI

With **UserEvidence ROI Studies**, we gather real customer outcomes through UserEvidence surveys and long-form interviews with your customers. Then we analyze the financial impact of your product or service and combine that data with financial modeling to estimate ROI.
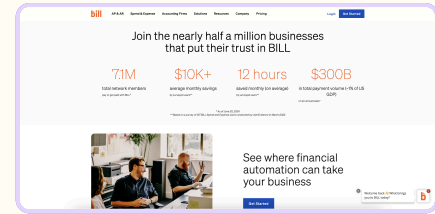
Your GTM teams can present buyers with clear, quantifiable evidence of ROI, helping them justify their purchase decision and accelerating the sales process.

Real use cases for UserEvidence

Bill.com retains a competitive advantage by putting Verified ROI stats gathered from customers via UserEvidence front and center.

See the proof

Splunk collects more customer evidence from tight-lipped customers by gathering evidence throughout the customer lifecycle via UserEvidence surveys, verifying anonymous feedback, and organizing customer evidence to be easily found and shared.

Explore their library
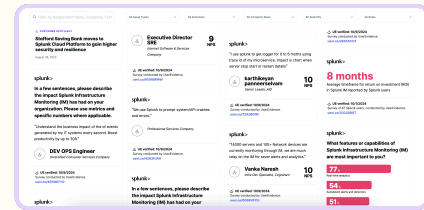
Gong proves value for new product quicker by sending UserEvidence surveys to early users, which helped them create competitive messaging, quantifiable ROI stats, and a collection of testimonials to support their launch.

Checkout the microsite
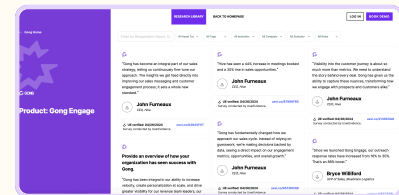
Productboard builds business cases for prospects by commissioning a UserEvidence ROI Study showing tangible value for product makers.

Read the ROI Study

Workato becomes the trusted voice in their space by commissioning a UserEvidence Research Content project to produce their 2024 state of AI in business processes report.

Read the report
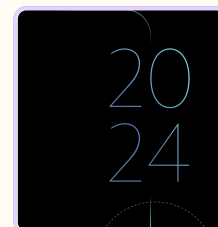
What you can expect from UserEvidence

Getting the **UserEvidence platform** up and running is done in 45 days. But don't take our word for it.

> "UserEvidence has been a game changer for us. We increased our voice of customer content by 3x within just one week, identified 70+ new advocates, and significantly increased the number of reviews on third-party sites. We couldn't be happier."

Rachel Ward
Director of Global Customer Marketing, Allbound

> "Of all the tools we use, UE was by far the fastest time to value (we had hundreds of content assets in weeks of starting)"

Jenni Adair
Head of Advocacy, Commvault

> "Before UserEvidence I was constantly getting asked for competitor specific customer stories and proof points. Now sales just uses the library! The process was painless and took less than a month to complete."

Alexri Patel-Sigmon
Customer Marketing Manager, Citrix

Like what you see so far? Cool. A great next step is to check out our Demo Ranch to see the power of UserEvidence in action.

DEMO RANCH

*Original research from <u>The Evidence Gap, 2024</u> 600+ B2B marketers, sellers, and buyers surveyed anonymously.

** UserEvidence customer survey, December 2023.