



Customer Evidence:

The Ultimate Guide to Winning Over
the B2B Buyer in 2022 and Beyond

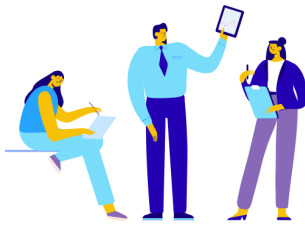
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Introduction

Today's B2B buyers — a majority of them millennials (60%) — are driving the modernization of the sales process from seller-focused to **seller-free**. And it makes sense. Millennials have spent most of their lives searching for answers on the internet to solve their most pressing pain points. In mere seconds, Google and other search engines will spit out helpful results and resources, right at their fingertips. In a similar fashion, today's B2B buyers want a quick, easy, and accessible buying experience.



44% of millennials (a majority of the workforce in 2022) want a seller-free buying experience.

B2B buyers want to research products and solutions on their own time with their own tools with as little interference from a salesperson as possible. In fact, one of the worst things you can do is force a buyer into a sales conversation too early in their buyer's journey. To accommodate this modernization, sales teams need to rethink their current sales processes and best practices. Additionally, marketing teams need to empower the buyer with impactful and valuable marketing and sales collateral at each stage of their buying journey.

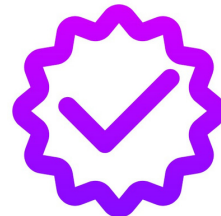
That's why, now more than ever, it's essential for both sales and marketing to enable B2B buyers to do their own research supported by relevant resources and collateral that:



Fosters trust between buyers and the company



Showcases the value of your solution early in the buying process



Establishes your brand as credible and authoritative

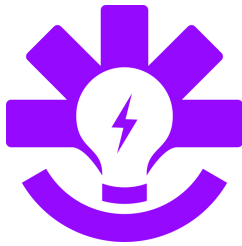
Think of these points as the core criteria for winning over today's B2B buyers. The question is, how can you ensure each self-serve interaction buyers have with your company offers these three things?

This is where customer evidence comes into play. In this guide, we're diving into customer evidence and serving up tips for acquiring, reviewing, and sharing customer evidence to engage buyers and convert them into delighted customers.



What is Customer Evidence?

Customer evidence is a persuasive form of content that communicates the value of your product through the voice of your customer (VOC). This content includes testimonials, social proof points, data, customer success stories, and reviews. With more B2B buyers guiding themselves through their own buyer's journeys, customer evidence bolsters engagement by establishing the credibility of your brand and showcasing your product's value.



A collection of robust customer evidence is an asset to any enterprise that wants potential customers to trust the efficacy and value of their product.

Leveraging the voice of the customer in marketing and sales collateral helps persuade B2B buyers to move to the next step in their self-guided purchasing journey. Today's buyers would much rather see reviews and case studies from existing customers rather than unsupported claims made by the company itself. *Saying "we're the best" doesn't really prove that you are indeed the best.* In fact, **91% of buyers trust online reviews as much as they trust personal recommendations.** They view these social proof points as more reliable and trustworthy since they're coming directly from a customer — not a pushy marketer or sales rep.

Check out the testimonial on the right about [Wrike](#), a work management platform. This particular testimonial showcases the benefits a senior graphic designer had experienced using Wrike's platform. For a buyer with a similar use case, this testimonial could greatly influence their purchase decision. This testimonial even name drops a competitor, proving that Wrike is a customer-favorite.

What were the factors that contributed to you choosing Wrike over the competitors you evaluated? Please state the competitor name in your response below.

"Not only did the commercial side of our company already have knowledge of the tool and highly recommended it to us, but it was able to do several things that our previous management tool, Workamajig, was unable to do. This includes, **easily bringing people into new projects** and the ability to "tag" someone, a simple dashboard of all projects or tasks in the queue, a project application request form (that looks professional and simple), and **a much easier way to set up and archive projects** as they quickly come and go (without slowing us down)."



Senior Graphic Designer
Medium Enterprise Household Durables Company

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uevi.co/237JOGH

Survey conducted by UserEvidence. Testimonial verified 11/16/2021.

Sharing successful user experiences through the voice of the customer can help display the value of your product. By infusing content like this into marketing and sales collateral, your organization can boost your credibility and acquire new customers with ease.



The Top 5 Benefits of Customer Evidence

Customer evidence adds credibility to your brand and business

Today's B2B buyers want to know the brands they're engaging with and purchasing from are trustworthy. **In fact, [46% of B2B buyers](#) would actually pay more to purchase from a company they trust.** Customer evidence proves your current customers trust and find value in your company and product. In turn, this social proof adds credibility to your brand, encouraging new buyers to believe in your brand as well.

Research conducted and verified by an independent, 3rd-party research firm like UserEvidence adds credibility to marketing and sales claims.

1

It helps marketers and sellers prove ROI

Often, marketers struggle to prove the ROI or performance claims of a product. Likewise, sellers find it challenging to quantify the ROI in deals. **Prior to adopting UserEvidence, [74% of our customers](#) had trouble quantifying the ROI they were delivering for their customers.** Empowered with an arsenal of customer success stories and verified data, both marketers and sellers can easily prove ROI to motivate buyers to make a purchase.

For example, Postal.io, a marketing automation platform, conducted research with UserEvidence and determined that [97% of Postal.io users achieve an ROI in less than 12 months](#).

2



Customer evidence helps to educate prospects on the efficiencies and effectiveness of your product

Today's B2B buyers are already **57%** of the way through their buyer's journey prior to speaking with a salesperson.

Since buyers today are researching solutions on their own, it's essential that the resources you provide for them to engage with are educational and relevant to their use case. Having a complete collection of customer evidence spanning various industries, use cases, company sizes and more enables you to create the most relevant and impactful content to educate all buyers on the efficacy and usefulness of your product.

With customer marketing technology like UserEvidence, both marketers and sellers can create an arsenal of customer success data points to infuse into marketing and sales. From here, this customer-driven content can help teach buyers about the product's effectiveness.

3

It can inspire potential buyers to take action toward making a purchase

When **82% of buyers** report that a trusted customer review can convince them to make a purchase, it's no surprise that customer evidence can encourage today's buyers to accelerate their decision making. When provided with verified data proving that a brand's current customers experience a quick ROI (or detailing other efficiencies) is a surefire way to inspire potential buyers to take further action, such as starting a free trial or booking a demo.

Take a look at this [customer spotlight from Showpad](#) showcasing the experience of a satisfied customer and the results they garnered from using the Showpad platform.

4

It helps to build a wide-ranging library of customer content full of customer proof points and success stories

One of the **biggest challenges** marketers and sellers face is having a poor library of customer success stories with major gaps in representation. This means not having enough customer-driven content to market and sell to today's buyers effectively. By leveraging the right customer marketing technology, you can collect customer success stories at scale. Plus, the most beneficial tech will enable you to rapidly spin up these stories into high-impact and beautifully designed marketing and sales collateral to keep buyers engaged.

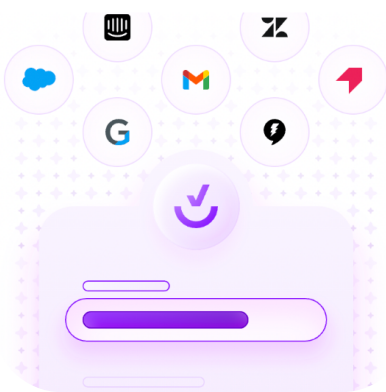
Check out [Wrike's Research Library](#) to discover the multitude of content you can create directly within the UserEvidence platform — from collection to distribution.

5



How to Collect, Review, and Share Customer Evidence

Collect



The right customer marketing technology, like UserEvidence, is a game-changer when it comes to collecting customer evidence. This technology allows organizations to scale your outreach to a one-to-many approach and allows clients to share feedback asynchronously. By sending out a survey via an email or URL to hundreds (even thousands) of users and customers at opportune moments in their customer journey, you can capture feedback and data at scale. Once the results are in, you're equipped with insights from multiple industries, personas, company sizes, and more. Plus! Survey respondents can even answer anonymously.

Dive into [Yellowbrick's survey report](#) to discover how you can easily collect an arsenal of insights and social proof points from multiple customers at scale.

Review

Once the evidence is collected, you can generate your own extensive library of evidence-based content and collateral. From testimonials and case studies to statistical research and survey reports, all of this customer data and content will be at the fingertips of your sales and marketing teams. The best part is templatzation, which allows you to repurpose one large data set of customer evidence into dozens of targeted content offers. With advanced customer marketing technology, you can easily chop up this data into laser-targeted content for specific prospects.

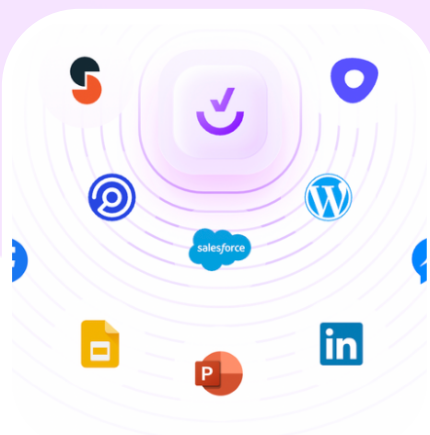
Take a look at [this graph](#) (created with UserEvidence) illustrating how industrial manufacturing customers reduce dev time with GitLab.



Share

Customer proof points need to be organized and tagged by industry, use case, competitor, company size, etc. This helps both sales and marketing teams easily find the right piece of collateral to share with leads and buyers at the right time in their buyer's journey. The right customer marketing technology enables you to create well-designed graphs, testimonials, and customer spotlights in seconds. For instance, directly from the UserEvidence platform, you can push content to CRMs, content management tools, and sales and marketing automation tools right into the hands (or screens) of your best-fit leads and buyers.

Check out [GitLab's Research Library](#) to discover the dozens of content types you can create with UserEvidence.



Mapping Customer Evidence to Each Stage of the Buyer's Journey

Awareness

The first stage of the buyer's journey is awareness, in which customers first realize they have a problem. During this stage, customer evidence can be infused into marketing collateral to attract B2B buyers. By adding customer success stories or social proof to blogs, social media posts, and more, you can showcase the credibility and value of your product from the current customers' perspectives.

Content options include (but are not limited to):

- Blog posts
- Social media posts
- Checklists
- eBooks
- Tip sheets
- Explainer videos

The image of the blog to the right showcases an example of leveraging customer evidence in awareness content. The graph within the blog depicts which features of a product users find most valuable.

What is Customer Marketing and Why is it Important?

Customer marketing allows product marketers to use the voice of the customer within marketing campaigns and sales enablement content. With customer marketing, you can use customer reviews, testimonials, and social proof to expand brand awareness and influence buyers' purchasing decisions. It also helps to increase revenue growth by engaging and converting existing customers multiple times through upselling and cross-selling. Upselling and cross-selling allow you to focus on customer retention while also keeping current customers engaged and happy with your products.

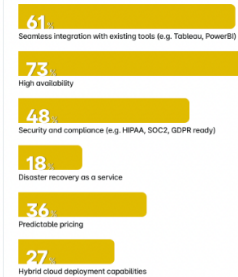
For a product-led business, this should be one of your organization's top priorities. Customer evidence is incredibly convincing to today's buyers. In fact, **given two products with similar ratings, consumers are more likely to buy the product with more reviews!** That's not the only benefit, though! With customer success stories and social proof, your business is armed with insights to create the perfect marketing plan that puts the value of your product at center stage.

1. Gain Customer Feedback to Make Necessary Product Improvements

Customer marketing strategies enable product marketers to gather customer success stories and feedback at scale. This customer evidence provides product marketers with user data and opinions from customers in multiple industries, demographics, and company sizes to better inform potential product improvements. Customer feedback allows your business to see what real, current customers like, dislike, and would change about your product.

For example, take a look at this graph from [Yellowbrick's](#) Research Library. By surveying their own users, Yellowbrick discovered what features their **customers find most important**. With this information, they can then focus more time and energy on improving those features rather than making uninformed changes that their customers may not appreciate.

What features of Yellowbrick are most important to you?



Survey of 53 Yellowbrick users, conducted by UserEvidence. Statistics verified 09/27/2022.

[view our R2148C02Z](#)

An example of customer evidence embedded within a blog post. Read the full blog [here](#).

Consideration

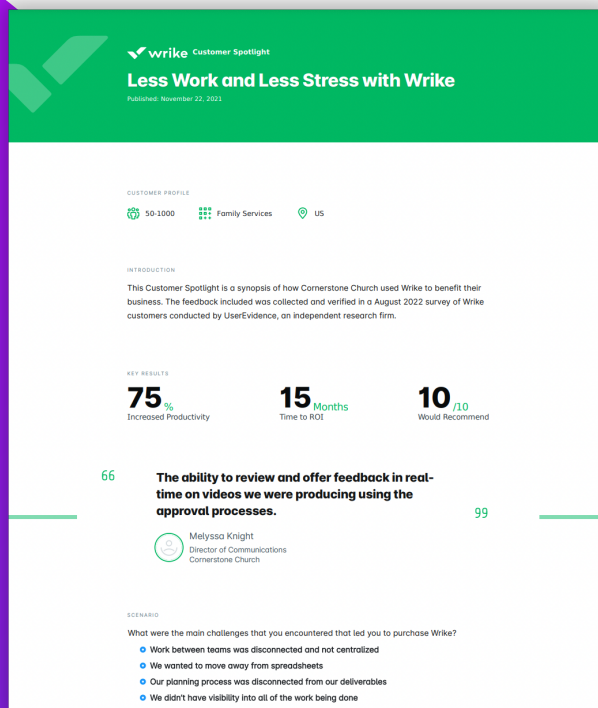
Potential customers identify their problem and actively look for a solution in the consideration stage. Customer evidence can help today's B2B buyers decide whether your product is a viable solution to their most pressing pain points.

Content options include (but are not limited to):

- Product comparison guides
- Case studies
- Customer spotlights

The example to the right is a customer spotlight from Wrike highlighting key insights and data points the customer experienced, such as:

- A 75% increase in productivity
- 15 months' time to ROI
- 100% of users surveyed recommend the product



An example of a customer spotlight created with UserEvidence. Check out the full story [here](#).



Decision

In the decision stage of the buyer's journey, customers weigh all of their options and ultimately decide to purchase the product they consider the best fit for their needs. Customer evidence is especially persuasive in this stage, as glowing testimonials from customers with similar backgrounds or use cases may be the final push a buyer needs to commit to a purchase.

Content options include (but are not limited to):

- Free trials
- Consultation offers
- Competitor Comparisons
- ROI Calculators

The testimonial on the right, if implemented on a landing page for a free trial or live demo, can help motivate a buyer to take action. By detailing one user's positive experience with GitLab, the buyer can hear directly from the customer why GitLab is so beneficial to mid-size enterprises like their own.

In a few sentences, please describe the impact GitLab has had on your organization. Please use metrics and specific numbers where applicable.

"Gitlab enabled us to **scale our automated tests** to a much larger extend than any other CI providers, as the gitlab pricing model lets you bring in as many runners as you need without additional costs. **Compared to GitHub** it also understands the concept of running test cases instead of just executing "jobs" with a pass/failure status"

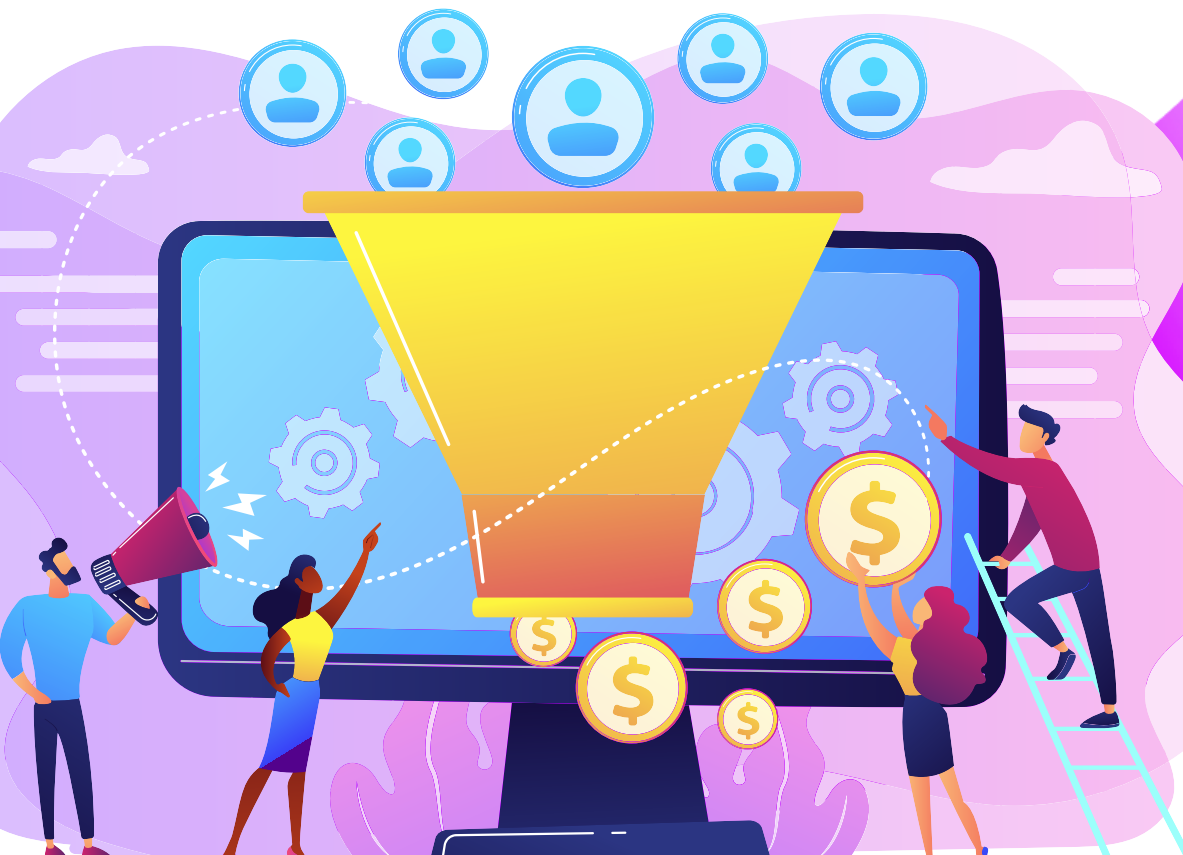
Senior software developer
Medium Enterprise Internet Software & Services Company

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Survey conducted by UserEvidence. Testimonial verified 05/6/2022.

An example of customer evidence in the form of a testimonial.



Final Thoughts

The undeniable truth is this: today's B2B buyers want an easy and streamlined way to gather information about the products and solutions that will make their life better. However, these buyers are quick to sniff out over-inflated marketing jargon and pushy sales tactics. To combat this phenomenon and ensure you're equipping buyers with the resources and information they need to make a well-informed purchase decision, you need to leverage customer evidence.

Customer evidence is the key to unlocking a trusting relationship between the buyer and the brand. By providing honest feedback from happy customers in marketing and sales collateral, organizations are better able to:

- Attract more leads and drive conversions
- Develop an arsenal of customer success data points to prove value
- Delight and retain current customers via upselling and cross-selling
- Increase win rates and drive top line revenue

It's time to revamp your sales and marketing strategies to better attract and retain today's B2B buyers. It's time to focus on collecting and leveraging customer evidence by implementing customer marketing technology.

[Get in touch with us](#) to get started.

About UserEvidence

UserEvidence is a SaaS platform that arms B2B vendors with verified customer evidence, proof points, and success stories at scale to prove the value of their products.

UserEvidence clients proactively capture feedback from customers and then transform the positive feedback into an array of elegant marketing content assets (e.g. testimonials, reviews, case studies, statistical evidence, charts). To learn more, please visit userevidence.com.

