

# TrustRadius vs. The Other Guys

Not just another review site—the proof is in our audience.

**75%**

are managers, directors, VPs or C-level

**54%**

are mid-market and enterprise accounts

**56%**


plan to make a purchase decision within three months

**80%**

make up a unique audience that doesn't overlap with review sites

## Setting the record straight

There's a misconception that we're just a review platform like those other guys. We're here to [set the record straight](#). The most successful companies are taking a buyer-centric approach. Our platform is tailored to provide a superior buying experience, and therefore is a top-performing channel for vendors looking to meet buyers where they are.

|                       | TrustRadius   | The other guys  |
|-----------------------|---|---|
| <b>Review quality</b> | On average 400 words, 20-27 sentences, and 4x longer.<br><br>Produces richer intent signals and 3-5 customer quotes per review.   | On average < 90 words; 4-6 sentences.<br><br>Diluted intent signals.  |
| <b>Brand story</b>    | Highlight your differentiated brand narrative with customized review questions.   | Offer generic questionnaires that don't set you apart from competitors.   |
| <b>SEO support</b>    | Boost 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.  |
| <b>Capture demand</b> | Generate 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. |

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|-----------------------------|--|--|
| <b>Mitigate churn</b>       | Identify churn risk or expansion opportunities when customers are shopping around for other solutions (yours or your competitors’).                    | 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.            |
| <b>Competitive intel</b>    | Our 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.   |
| <b>Content activation</b>   | Accelerate 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.   |
| <b>VoC product feedback</b> | Use 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.  |
| <b>Awards</b>               | 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 leads to a lack of trust among buyers. Plus, you and your competitors may win the same award. |
| <b>Account support</b>      | Get 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.  |



Check out what our most successful customers are doing and see their results.