Auctria Wins Buyer Trust With Always-On Review Collection

Client Success Story

As an auction and event fundraising software, Auctria needed to build trust with many different personas and stakeholders involved in the purchase decision. An always-on review collection process helped Auctria quickly increase brand credibility.

"Every business should have a listing on Gartner Digital Markets. It's a great place for buyers to see unbiased information, read reviews, and get a better sense for what's going on in the industry."

Laurie Hochman
Marketing Director, Auctria

AUCTRIA.COM
Fundraising auctions made easy

Software category: Fundraising Software
Solutions used: Profile, Review Collection Service, Social Proof Content

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Problem

Auctria needed to boost its brand awareness and credibility in the fundraising space to attract more prospective users.

Solution

Auctria launched review collection campaigns to quickly gather user reviews and earn social proof content, such as the Capterra Shortlist, to improve brand reach and credibility.

Results

- Launched an always-on review collection campaign to continuously collect feedback from users
- Generated 15 insightful user reviews in under 3 months
- Acquired social proof content based on user reviews, including the Capterra Shortlist and Software Advice Frontrunners badge

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