

KnowBe4

About the Company

KnowBe4 helps companies strengthen their security culture and manage human risk.

Results

60+

completed testimonial projects

Want to learn more?

B2B Customer Stories that Close Deals Faster

Work with us

How KnowBe4 uses video and written customer testimonials to stand out from the crowd



“The ability to create different pieces of content from one interview is really valuable because we’re **making the content go further.**”



Lily Borges

Customer Marketing Manager,
KnowBe4

Overview

In the crowded cybersecurity space, social proof is more important than ever. Customers value hearing from their peers as part of the vetting process. But with a lean customer marketing team, producing customer testimonials at scale would require a partner.

Challenge

- Lack of internal bandwidth to produce customer content
- Global customer base required the right partner
- Security executive customers needed top-notch experience

Why Testimonial Hero

- Easy-to-use portal provides visibility into every project
- Project managers provide streamlined process for KnowBe4 and their customers
- Can produce both video testimonials and written case studies from single interview

Results

- High-quality testimonials the sales team loves
- Written case studies are more effective and engaging
- 60+ completed testimonial projects

Summary

With locked-in processes designed to expedite production and put customers at ease, KnowBe4 has drastically scaled up customer content. The varied approach of long- and short-form videos and written case studies ensures KnowBe4 reaches prospects where they are.

testimonialhero