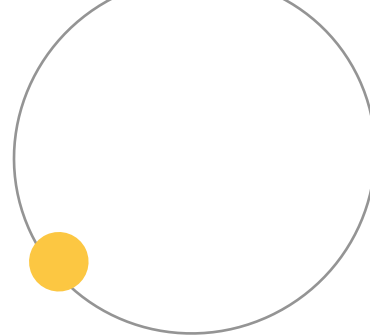


Gainsight's Content Style Guide





Hello There!

Gainsight is Human-First. It's the guiding principle for how we treat each other, how we build our business, and how we write all of our content. Whether you're writing a data report or a tweet, our content is written to connect with people. We want our readers to know that we've considered their experience and what's most important to them in order to create the most educational, inspiring, and hopefully entertaining content.

But what does that mean? And, more importantly, how do you accomplish it? The answers are in this guide.

Content Goals and Execution

Our Goals for Content

Almost all Gainsight content will fall into one of these categories: educational, thought leadership, or brand awareness around community, customer success, and product. *Here's what we mean:*

1. Lead

We are category creators and our readers' go-to thought leaders and source of candid expertise in the space. When they consider who to turn to for accessible, trustworthy knowledge, or the latest industry trends, they think of us first and have confidence in our actionable content.

2. Educate

Help readers understand the bigger picture and the nuances. We create content at every level ranging from thought leadership to success strategies and best practices. We're the experts and we're sharing our knowledge with them. We will provide our audience with the information they need along with plenty of opportunities to learn more, always.

3. Inspire

Our content goes beyond what our products can do for our users. Through our content, we will provide our readers with a vision of what's to come, help them uncover new, untapped opportunities, and explore new ideas.



How We Execute Our Goals

We achieve our goals by following our values. *Here's how:*

1. The Golden Rule

The most important goal of Gainsight's writing is honesty and transparency. We respect our readers and do not ever intentionally mislead readers or misrepresent the truth. We always try to back up any claim that we make. If we make mistakes, we are quick to apologize, fix them, and do our best to communicate the corrections. Most of all, we never plagiarize.

Do: According to the Gartner report from 2022, customer success is on the rise.

Don't: Plenty of people agree that customer success is the most important organization of any company.

2. Success for All

Writing for Gainsight means humbly sharing what we know as we would explain to a friend and never talking down to a reader who may know less. Often, that means starting your writing with empathy. What is most important for your reader to learn from the writing? What concepts might not be universally understood? How can I make my writing more inclusive? Considerations like this will improve your writing and ensure the success of each piece.

Do: Creating the best customer experience is much easier when you have meaningful context for the data in your reports, which is why we created the C360 view.

Don't: You can see which features to optimize in C360.





3. Childlike Joy

Gainsight is playful! We have (dad) jokes, favorite karaoke songs, gifs, and memes—so does our writing. Stay conversational in your writing. You may even try reading your writing out loud first. Seriously. If it's boring out loud, it's even more boring on a screen. Use contractions, avoid jargon, and remember, it's childlike joy. Our humor isn't cynical, sarcastic, or snarky.

Do: Just like Taylor Swift loves a good break-up anthem, your customers will love the new in-app engagements.

Don't: In-app engagements are critical to product-led growth.

4. Shoshin (A Beginner's Mind)

Shoshin celebrates the beginner's mind. We know that not everyone has foundational knowledge, so we take the time to explain concepts as thoroughly as we can. Always ask yourself what new information are you providing? What well-known information are you reframing in a new way to help readers understand? Whenever you can, include a metaphor, popular movie scene, or other universal experience to explain your point.

Do: Product roadmapping without behavioral data from your customers is like trying to ride the subway blindfolded.

Don't: Data-driven product roadmaps are essential for success.

5. Stay Thirsty, My Friends

Our writing is driven by our curiosity and backed by current data and facts we can prove. When writing, make sure you're linking to sources, quoting experts, and using relevant data readers can trust. A piece will only be published if it adds value to the conversation or furthers the education of our target audience.

Do: According to the Product-Led Growth Index 2022, 47% of SaaS companies will double their investment in PLG strategies in the next year.

Don't: Product-led growth is the biggest priority for companies in all industries.

Voice and Tone

Ok, that was a lot of information. Hopefully, it was all helpful. But maybe you're looking for a quick guide to help you make decisions about your writing. Use this section as a gut check.

- ✓ We're Human-First.
- ✓ We're serious about our customers, but not ourselves.
- ✓ We're whimsical and playful.
- ✓ We're optimistic, but not unrealistic.
- ✓ We look to what's possible for the future.
- ✓ We're professional, but not stuffy.
- ✓ We're confident, but not arrogant.
- ✓ We're straightforward, but never rude.
- ✓ We're knowledgeable, but not preachy.

Who Are We?

Need to know how to talk about Gainsight and its three core products? We have you covered.

Boilerplate Descriptions

25-Word Description

Gainsight's innovative platform helps companies of all sizes and industries drive durable growth through customer-led, product-led, and community-led growth strategies.

50-Word Description

Gainsight's innovative platform helps companies of all sizes and industries drive durable growth. Its solutions are used by hundreds of companies, including nearly 200 publicly traded organizations. With Gainsight, it's never been easier to drive acquisition, increase product adoption, prevent churn, and grow with renewals and expansion.

100-Word Description / Boilerplate

Gainsight's innovative platform helps companies of all sizes and industries drive durable growth through customer-led, product-led, and community-led strategies. It offers a powerful set of customer success, product experience, and community engagement solutions that together enable businesses to scale efficiently, create alignment, and put the customer at the heart of innovation. With Gainsight, it's never been easier to drive acquisition, increase product adoption, prevent churn, and grow with renewals and expansion. Learn how leading companies such as GE Digital, SAP Concur, and Box use Gainsight at www.gainsight.com.



Our Value Drivers

Value Drivers are things that the prospect is likely proactively looking for or needing. These are generally revenue, cost, or risk related and are top-of-mind customer topics that exist even if Gainsight doesn't. They support a value-based conversation, which underpins our marketing content.

Improve User Experience and Product Adoption

Analyze usage and sentiment data to create targeted in-app engagements to drive user behaviors, deliver on feedback, and drive value and growth.

Improve Retention

Deeply understand your customers to proactively guide them to value, identify early signals of risk, and effectively mitigate churn at scale.

Increase Expansion

Use predictive analytics and workflows to scale and prioritize efforts around renewing and expanding successful customers and decreasing revenue leakage.

Increase Scale and Efficiency

Align business around a single source of truth, automate actions, and orchestrate customer engagements to ensure value delivery at scale.



VALUE DRIVER	PAIN	OUTCOMES	REQUIRED CAPABILITIES	WHY US?
Improve User Experience and Product Adoption	<ul style="list-style-type: none"> Disjointed user experience Lack of visibility Unable to collect product feedback No in-app engagement Declining NPS 	<ul style="list-style-type: none"> Product/Community-led growth Provide rich UX based on data Product and design improvements Improve adoption depth and breadth Increase advocacy 	<ul style="list-style-type: none"> Monitor product adoption Gather feedback at scale Meaningful health scoring Orchestrated engagement Identify and engage advocates 	<ul style="list-style-type: none"> Contextual user/product analytics One integrated customer journey Right message at right time Enable self service Multi-channel engagement
Improve Retention	<ul style="list-style-type: none"> No visibility into risk signals No renewal process Surprise churn, low GRR Misguided R&D investment Missed forecast 	<ul style="list-style-type: none"> Consistent view of customers Data-backed roadmap Improve internal alignment Improve customer ROI Renewal forecasts accurate 	<ul style="list-style-type: none"> Meaningful health scoring Flexibility to model customers Integrate with core data Detailed product analytics Predictable forecasting 	<ul style="list-style-type: none"> Holistic view of customer health Identify drivers of churn/retention Blend human and digital touch AI based renewal / forecasting Deliver outcomes customers desire
Increase Expansion	<ul style="list-style-type: none"> No visibility into whitespace Not monetizing features Unable to prove impact of customer-facing teams Manual processes Lower NRR 	<ul style="list-style-type: none"> Effectively monetize features Consistent expansion approach Reduce revenue leakage Increase advocacy Increase expansion pipeline 	<ul style="list-style-type: none"> Report on expansion signals Actionable revenue pipeline Compare usage to entitlements Orchestrate expansion campaigns 	<ul style="list-style-type: none"> Visibility into stakeholders Monitor customer/product signals Predict expansion outcomes Single source account planning Programmatic approach
Increase Scale and Efficiency	<ul style="list-style-type: none"> Reactive vs. proactive Multiple systems Insufficient customer data Churn and missed expansion Time spent on low-value tasks 	<ul style="list-style-type: none"> Single system Consistency and standardization Prioritized roadmap Increase lifecycle automation Increase % customers managed 	<ul style="list-style-type: none"> Unified customer view adoption Human and digital models Standardized playbooks Surveys and in-app engagement Product and VoC analytics 	<ul style="list-style-type: none"> Single source of truth Enable self-service Pooled CS model Trigger workflows based on data AI-based analytics

Editorial Guidelines

Need to know how to talk about Gainsight and its three core products? We have you covered.

By Content Type

Blog

Length: 600–1,000 words

Tone: We're conversational, non-jargony, and full of childlike joy. We're not afraid to ask rhetorical questions. We're emoji and gif positive.

Ebook

Length: 2,000–2,500 words

Tone: We're conversational, non-jargony, and friendly. We make sure to balance education with an easy-to-read voice.

One-pagers

(Benchmarks, Infographics, etc.)

Length: 500–700 words

Tone: One-pagers should be clear, crisp, and to the point. We infuse childlike joy where we can, but not if it distracts from the main point.

Case Studies

Length: 1,000–1,500 words

Tone: We're conversational, non-jargony, and full of childlike joy. It's a great opportunity to celebrate the success of our customers. We make sure to balance education with an easy-to-read voice.



Press Releases

Length: 1,000 words or fewer

Headline: 120 characters or fewer

Subhead: 160 characters or fewer

Tone: Standard press releases are written to be clear, precise, jargon-free, and informational. They are not marketing pieces and should avoid intentional exaggeration. Please include the “lede” or the news angle in the opening paragraph.

Email

Length:

Preview Text: 100–140 characters

Subject Line: 3–9 words, 10–50 characters

Tone: We’re conversational, friendly, and non-jargony. We’re not afraid to ask rhetorical questions. We’re emoji positive.

Social Guidelines

LinkedIn

Length: Depends on the content but more descriptive posts with a fact from the content, bullets to summarize, or stats are encouraged.

Tips: Posts should include an image; bullet points to summarize an article, webinar, or ebook; and a question to start a conversation.

Paid LinkedIn ads: Max of three emojis—LinkedIn denies ads with more than this.

Facebook

Length: 125 characters

Tips: Company updates and employee features are ideal.

Twitter

Length: 280 characters

Tips: Retweeting good mentions, third-party mentions in articles, and registration for events or webinars is ideal.

Instagram

Length: Max. 2,220 characters (preferred shorter: 125 character cuts off after fold)

Tips: Company updates and employee features are ideal.



Editorial Style Highlights

We base our editorial style standards on the Associated Press (AP) Stylebook, 56th edition, with a few exceptions. If a rule is not noted here, check the AP Stylebook and the Merriam-Webster dictionary for style and spelling.

At a Glance

Use American English spelling.

Do: organize

Don't: organise.

Use active voice instead of passive voice.

Do: CSMs love customers.

Don't: Customers are loved by CSMs.

Use contractions.

Do: we're

Don't: we are

Use the Oxford comma or serial comma.

Do: The Customer Success team works closely with Sales, Product, and Marketing.

Don't: The Customer Success team works closely with Sales, Product and Marketing.

For all headings and subheads, use title case, not sentence case or all caps.

Do: Why CS Ops Matters to SMBs

Don't: Why CS Ops Matters To SMBs

Avoid slang, jargon, and buzzwords—we want people to understand what we're saying, not get lost in influencer speak.



Avoid gendered terms in favor of neutral alternatives.

Do: server, salesperson

Don't: waitress, salesman

Both AP Stylebook and our brands embrace the singular “they” in favor of “he/she” when gender is unspecified in a sentence.

Do: Imagine a day in the life of a top-performing CSM juggling all of their growing responsibilities.

Don't: Imagine a day in the life of a top-performing CSM, juggling all of his/her growing responsibilities.”

Because we are Human-First, we address companies as collectives of people, not inanimate objects.

Do: Netflix looks to improve their profits.

Don't: Netflix looks to increase its profits.

Because we are Human-First, we use the possessive when talking about Gainsight products.

Do: Gainsight's CS solution

Don't: The Gainsight CS solution

Always spell out abbreviations upon first usage, even common ones.

Do: Customer Success (CS) is on fire.



Capitalization

For *general usage*, do not capitalize customer success, sales, marketing, product, and other disciplines.

Examples:

- ✓ Sally is a sales professional.
- ✓ The field of customer success is growing at an exponential rate.
- ✓ Saying that product experience is a team effort is one thing, but executing on that claim is another.
- ✓ Organizations are realizing the need to invest in customer success operations best practices.

For specific usage, such as the name of a team or product feature, do capitalize Customer Success, Product, etc.

Examples:

- ✓ Many enterprises need to break down silos between Customer Success, Product, Sales, and Marketing teams.
- ✓ We're still building out our Customer Success Operations function.

Capitalize "Product Experience Platform" and "Customer Success Platform" when discussing Gainsight's products.

Example:

- ✓ Gainsight PX is the easy, powerful, and complete Product Experience Platform.

Always capitalize job titles.

Example:

- ✓ Customer Success Manager, Product Marketing Manager, Sales Associate



Punctuation

Em dashes are used to set off an appositive phrase from the main clause of a sentence, adding emphasis to the thought. Our em dashes are closed, with no spaces before or after the dash.

Example:

- ✓ Gainsight is the leader in customer success—and our growth is unstoppable.

En dashes are only used to express numeric ranges.

Example:

- ✓ In our recent survey, 50–60% of respondents expressed a need to build out their CS Ops function.

Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words, usually as a compound modifier before a noun.

Example:

- ✓ Consider offering an out-of-the-box dashboard.

Note: If the term is unclear or clunky in adjective form, try rewriting the sentence, such as: Consider offering a dashboard out of the box.

Hyphens are also used in both the adjective and noun form of certain terms.

Examples:

- ✓ She's known for speedy decision-making.
- ✓ He's a member of the C-suite.

Avoid ampersands—only use in titles when appropriate, never in body copy.

Use periods in U.S. and U.K. in body copy, but do not use them in headlines and subheadings.

Only use one space between the punctuation at the end of a sentence and the first letter of a new sentence.

Numbers and Numerals

- Spell out one through nine and use numerals for 10 and above.
- Exceptions (always use a numeral):
 - ✓ When there's one number below 10 and others above 10 in the same sentence
 - ✓ Making an ordered list
 - ✓ Typing out a math formula
 - ✓ Expressing dollar amounts
- When discussing percentages and other data always use the percent sign (%) instead of the word "percent."

Dates and Time Zones

As a global company, we are careful to use precise formats for dates, times, and time zones that our worldwide audiences can easily understand.

Dates

Do: August 5, 2022 OR August 5

Don't: 5 August, 2022 OR 5 August OR 8/5/22
OR 5/8/22 OR August 5th, 2022

Time

Do: 9am

Don't: 9 am OR 9 a.m. OR 9 AM OR 9AM OR 9 A.M.

Time Zones

We are a global company with three major regions to cover in our webinars and events: Eastern US, Pacific US, and Central Europe.

Typically, we set our webinars and events at the most optimal time to gather maximum attendees in all three time zones.

Example: 9am PT | 12pm ET | 6pm CET



POV

Gainsight uses a mix of first-, second-, and third-person points of view, but please strive for consistency within projects.

Examples:

- ✓ **First person:** We surveyed 350 B2B companies in Q1 2022, and 95% reported having a Customer Success function.
- ✓ **Second person:** If your B2B organization is successful in today's market, then chances are you're already investing in CS. According to the Customer Success Index 2022, 95% of the 350 B2B companies surveyed have a defined CS function.
- ✓ **Third person:** Gainsight surveyed 350 B2B companies in Q1 2022, and 95% reported having a Customer Success function.

Bullet Lists

- Lists should contain parallel syntax—never a mix of complete sentences and fragments.
- List items that are complete sentences should be punctuated.
- List items that are fragments should not be punctuated.
- Bullet points should only be circles or tick marks, do not use squares or X symbols.

Note: These rules also apply to copy in tables.



Key Terms

Unsure about capitalization or hyphenation? Check this list. If a term is not on this list, then please follow the Merriam-Webster entry and AP Stylebook rules for hyphenation.

- Net Revenue Retention Rate (NRR)
- Software as a Service (SaaS)
- Digital customer success (follows same rules as customer success)
- Net Promoter Score (NPS) not NetPromoter Score
- Customer Lifecycle Management
- Community-led growth (CLG)
- Product-led growth (PLG)
- in-app (hyphenated as a standalone noun and as a modifier)
- company-wide not companywide or company wide
- C-suite not C-Suite or c-suite
- cross-sell, not crosssell
- cross-functional
- upsell, not up-sell
- email, not e-mail or eMail
- ebook, not eBook or e-book
- Human-First
- lifecycle, not life cycle or life-cycle
- whitepaper not white paper
- company-wide, not companywide or company wide
- one-to-many, not one to many or 1:M
- livestream and livestreaming, not live-stream or live stream
- As a noun, it's "tech touch." not "Tech Touch" or "tech-touch." As an adjective, use the hyphen (the same goes for low-touch and high-touch).

Noun: “We’re using tech touch.”

Adjective: “This is a tech-touch approach.”

Sources and Citations

Backing up our content with third-party research and expert opinions boosts both our credibility and our SEO. Please adhere to the following guidelines for sources:

- Always provide source attributions and a link on the publication name upon first reference.

Example:

- ✓ In 2021, [Forrester](#) forecasted that the U.S. tech industry would grow by 7% in 2022.
- When referencing data from Gainsight studies, please name the study and provide a crosslink on first reference.

Note: It’s a best practice to include the sample size when providing survey data.

Example:
- ✓ We recently surveyed over 350 companies in [The Customer Success Index 2022](#), and 95% of respondents reported having a Customer Success function at their organization.
- When possible, please use sources that are no older than five years.
- When referring to individuals, provide their full name on the first occurrence. Refer to them by their last name thereafter.
- When naming individuals, follow this format:
 - Name, Title, Company.

Example:

- ✓ Nick Mehta, CEO, Gainsight
- Use italics for composition titles such as books, ebooks, articles, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches, and works of art.

“Phew, that was a lot of info! If you want the secrets to creating the look and feel of Gainsight’s brand, check out our **Design Center.**”

