

aws marketplace

PeerSpot

Reviews, tips, and
advice from real users



Powered by  PeerSpot



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Product Recap



PeerSpot

PeerSpot Recap

PeerSpot is the #38 ranked solution in top AWS Marketplace solutions. PeerSpot users give PeerSpot an average rating of 9.4 out of 10. PeerSpot is most commonly compared to PuppyGraph.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “We have absolutely seen a return on investment, recalling a former employer where PeerSpot intent leads were the highest performing leads we had in our arsenal.”



Rick Bosworth

Head Of Product Marketing at a tech vendor with 51-200 employees

- ✓ “PeerSpot really takes that load off of our customers and partners and gives them the opportunity to share their insights in a much easier way, which is really great.”



Claire Murphy

Manager, Peer Review Programs at a tech vendor with 5,001-10,000 employees

- ✓ “We have seen a great return on investment with PeerSpot, as we are able to provide a lot of value-added information to potential new customers, giving us a leg up and authority within our space.”



Katie R Thompson

Marketing Manager at JAMS Software

✓ “PeerSpot has materially improved our ability to scale trusted customer validation.”



Colleen Reidy

Director of Customer Advocacy at SentinelOne

✓ “PeerSpot has helped us to build reviews from our customers and then use those reviews on pieces of content and social media.”



Kristin Manogue

Marketing Manager at Check Point

✓ “PeerSpot has positively impacted my organization by bringing in more customer validation in our marketing narratives, which is great because it makes it not just marketers and salespeople telling the story, but customer words, which is really important and resonates well in the market.”



Verified user

Product Marketing at a tech vendor with 501-1,000 employees

✓ “The most powerful thing that PeerSpot does, in comparison with other peer platforms, is their mindfulness of the content they capture, ensuring it is of the best value.”



Daniela Irina Mustatea

Senior Marketing Project Manager at a tech vendor with 501-1,000 employees

What users had to say about valuable features:

“The humans in the loop have been the greatest individuals I had the luck to work with. The most powerful thing that PeerSpot does, in comparison with other peer platforms, is their mindfulness of the content they capture, ensuring it is of the best value. They also make a strong user verification, so that no empty value comes in..”

Daniela Irina Mustatea

Senior Marketing Project Manager at a tech vendor with 501-1,000 employees

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“The best features PeerSpot offers include the long format review collection, which provides a full case study with each review left.

The long format reviews provide a lot more in-depth information and provide our service team real insights on how to improve our product.

PeerSpot has positively impacted my organization by significantly helping with customer feedback and what we choose to work on for our product roadmap and innovations.

We made changes based off of feedback given in reviews, putting a higher priority on an integration we were hearing a lot about in reviews.

We saw significantly more happy customers after the integration was put in place..”

Katie R Thompson

Marketing Manager at JAMS Software

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“Writer-led customer interviews ensure authenticity, depth, and quality, which is critical for trust.

“The Peer Quote Assistant is extremely effective for quickly sourcing attributed, role-specific testimonials to support marketing and sales efforts.

“Downloadable co-branded PDF case studies provide immediately usable customer assets that extend the value of each review.

“Customer attribution and role clarity make the content far more actionable and credible for buyers and internal stakeholders..”

ColleenReidy

Director of Customer Advocacy at SentinelOne

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“In my opinion, the best features PeerSpot offers are the search function, where I can find specifically what I want in the quotes, and the support from our rep, who has explained it all to me and doesn't let me languish. She is extremely helpful and fabulous.

“The search function in PeerSpot is really intuitive and thorough, making it easier for me to find specifically what I want on products or to ensure I'm reviewing customers rather than partners. Our rep is totally above and beyond; she's genuinely intelligent, offers really great perspective, and understands the product and the market very well.

“PeerSpot has positively impacted my organization by bringing in more customer validation in our marketing narratives, which is great because it makes it not just marketers and salespeople telling the story, but customer words, which is really important and resonates well in the market..”

Verified user

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Product Marketing at a tech vendor with 501-1,000 employees

“I very much appreciate the reviews as a service, or as PeerSpot calls it, strategic themes, with expert interviewers talking with existing customers and helping them articulate their experience with the enterprise solution while staying authentic and true to their own experience. I also appreciate intent leads as well as peer pixels, which allow us to deliver targeted digital campaigns to people doing research for solutions such as ours.

Let me focus on strategic themes. Recalling a previous place where, on a customer base of 200 customers, we were able to get 80 customer interviews and case studies within eight short weeks after acquiring a small company. The very clear, repeatable interview process assisted customers in organizing their thoughts and articulating clearly and succinctly about their experience with our solution, which was really impactful.

PeerSpot has positively impacted our organization by increasing consideration and awareness of our solution, which has helped feed the top of the marketing funnel, the demand engine that I referred to earlier, as well as providing customer proof, since nothing speaks more powerfully than the voice of the customer, which has been instrumental as we nurture prospects to closed-won deals..”

RickBosworth

Head Of Product Marketing at a tech vendor with 51-200 employees

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“One of the things that has been really great with PeerSpot is their event support. We actually decided to have them on-site last year, and the support that we received from them was absolutely amazing. We didn't necessarily have this in our scope right off the bat, but after chatting with the team, we wanted to test things out, and we received some really great videos that we'll be using for marketing collateral, different content, different campaigns, and demand generation initiatives, which will add to the value. This was a first-time use, but we are excited to continue to partner with them on that side and continue to see the value.

“In my experience, the best tool is their AI tool, Samantha, which I am using currently. I love this because as a peer or as a program manager, my number one concern is what the experience looks like for our customers and partners or anybody who is coming to PeerSpot to leave a review for us. It's super easy to use and having an opportunity to use their own voice, share it in an easy capacity that then can be relayed back to them is really important for us. We want full transparency and a very positive customer experience, which as somebody who is in advocacy is always our number one priority. That is one of my favorite tools.

“The other feature I would highlight is the services side of things. PeerSpot is an absolutely amazing partner to work with. Since we partnered or I took over the program, our CSM and account manager have been going above and beyond to ensure that it's a smooth experience for us, we are expanding our use cases, and they are really adding value as partners in this. That is something invaluable when it comes to partnering with peer review sites, as sometimes they can be a little finicky, and with approval rates and everything else, it's really important that we have good communication with our vendors. PeerSpot provides exactly that..”

Claire Murphy

Manager, Peer Review Programs at a tech vendor with 5,001-10,000 employees

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Other Solutions Considered

“I have been using other three vendors since the beginning, but each of them has its own advantages. PeerSpot's strongest aspects are the quality and the length of the reviews, and the way they collect interviews at physical events..”

Daniela Irina Mustatea


Senior Marketing Project Manager at a tech vendor with 501-1,000 employees

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“I have used several other solutions, each different. PeerSpot's content creation is second to none. It is valuable to have customer insight for new products to support launches, etc..”

ColleenReidy

Director of Customer Advocacy at SentinelOne

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ROI

Real user quotes about their ROI:

“We have seen a great return on investment with PeerSpot, as we are able to provide a lot of value-added information to potential new customers, giving us a leg up and authority within our space..”

Katie R Thompson

Marketing Manager at JAMS Software

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“We have absolutely seen a return on investment, recalling a former employer where PeerSpot intent leads were the highest performing leads we had in our arsenal. I would say that intent leads have also reduced the total customer acquisition cost by raising awareness and consideration, and accelerating deal cycles..”

RickBosworth

Head Of Product Marketing at a tech vendor with 51-200 employees

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Use Case

“I have worked with PeerSpot since I joined UiPath, which was seven years ago. We are collecting the customer voice with their help, either through targeted campaigns, physical events, or organically. They are my partner in shaping the voice of the customer around agentic stories, offering support in capturing the best use cases out there and delivering powerful assets that I can share internally..”

Daniela Irina Mustatea

Senior Marketing Project Manager at a tech vendor with 501-1,000 employees

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“My main use case for PeerSpot is review generation and content syndication.

I use authentic reviews from PeerSpot throughout my website to give potential customers a true insight into how it is to use JAMF Software..”

Katie R Thompson

Marketing Manager at JAMS Software

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“My primary use case for PeerSpot is generating high-quality, authentic customer peer reviews that can be used across marketing, sales enablement, and customer advocacy programs.

“I have worked with PeerSpot across three organizations over the past decade, primarily to capture credible customer voice, support buyer-journey validation, and create reusable customer proof points..”

ColleenReidy

Director of Customer Advocacy at SentinelOne

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“My main use case for PeerSpot includes creating customer proof and case studies that are available via one-click download from PeerSpot platform, and using this content to feed additional content that ultimately lives within our demand gen engine.

For one of those use cases, I often take customer quotes and proof points from case studies, whether anonymous or named, and use them either in social promotion, which is what a customer says about us when we're not in the room, or I might create vertical specific content, such as quotes from Fortune 500 manufacturers or from financial services enterprises, which our sellers can use to help nurture deals with similarly situated prospects..”

RickBosworth

Head Of Product Marketing at a tech vendor with 51-200 employees

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“We use PeerSpot to collect customer and partner reviews. We really want to give our customers and partners a voice in sharing their experience, providing feedback, and publicly sharing their praise for our organization. PeerSpot is an amazing partner in allowing us to get in-depth reviews that we can then use in peer papers or different marketing materials. We also use it extensively for gathering quotes so that our sales and field teams can use those quotes directly from customers and the different use cases they leverage in order to sell better and have customer proof. With the evolving use of AI tools and LLMs, we need to have a direct line of continuous customer feedback so that those organizations or those sites can then pull that information live. PeerSpot does a great job with that both in SEO and GEO, which is excellent for us as an organization..”

Claire Murphy

Manager, Peer Review Programs at a tech vendor with 5,001-10,000 employees

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“My main use case for PeerSpot is for customer testimonials, customer reviews, and customer quotes that power our marketing and differentiation.

“A specific example of how I've used PeerSpot for customer quotes is that we recently obtained some excellent quotes on value and ROI numbers from customers in their PeerSpot reviews that have been really helpful to our own customers who are inspired to realize the same ROI.

“I have developed blogs from some of the collected information from PeerSpot, and that has helped in our demand generation process as well..”

Verified user

Product Marketing at a tech vendor with 501-1,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“It was easy to deploy PeerSpot in my environment.

My experience with the configuration process was easy. PeerSpot integrates very easily with other AWS services I use..”

Katie R Thompson

Marketing Manager at JAMS Software

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Other Advice

“The Customer Success Managers are fantastic. They are very knowledgeable and responsive, providing strategic planning and support for a comprehensive, integrated plan..”

ColleenReidy

Director of Customer Advocacy at SentinelOne

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“My advice for others looking into using PeerSpot is to ensure they receive excellent customer support and responsive service. I give this product a rating of 9 out of 10. I don't want anyone in my industry to use it because it's really helping me and I want it to be my competitive advantage..”

Verified user

Product Marketing at a tech vendor with 501-1,000 employees

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“I advise others looking into using PeerSpot to be open to all of the different solutions PeerSpot offers, as there are lots of unique opportunities to get your name out there with PeerSpot.

My company has just a customer relationship with this vendor..”

Katie R Thompson

Marketing Manager at JAMS Software

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“I have nothing else to add about how I use PeerSpot. I am a big PeerSpot fan, and I love what they are doing in terms of putting customer truth out there to help remove the noise from the enterprise software buying cycle.

PeerSpot is deployed in my organization via the public cloud.

I would encourage others looking into using PeerSpot to consider the strategic themes or what I refer to as the reviews-as-a-service program. PeerSpot has expert interviewers, and you can work with PeerSpot to get advice on question shape and structure that would help your customers articulate their experience with your solution. That would be my first step recommendation with PeerSpot.

If you are looking for an authentic voice of the customer to use in your marketing mix to help suppress noise and assist your target audience in considering your product, I would strongly recommend PeerSpot.

PeerSpot has positively impacted our organization by increasing consideration and awareness of our solution. It has helped feed the top of the marketing funnel, the demand engine that I referred to earlier, as well as providing customer proof, since nothing speaks more powerfully than the voice of the customer. I would rate this experience a nine out of ten..”

RickBosworth

Head Of Product Marketing at a tech vendor with 51-200 employees

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“On a regular basis, I am updating our quotes library. Even just this week, I was able to add an additional 20 quotes to our internal library, which our sales folks or anybody who is externally facing can self-service, and that was just this week. The number of quotes that we're getting from PeerSpot is absolutely amazing, and we only use named reviews for those ones, but if we wanted to use anonymized ones as well, the number would be exponentially larger, which is great.

“I am not 100% sure on the increase or how many of our customers or people who are leaving reviews are using it. That is something I would like to know more about, but in terms of being able to give our members or communities options when it comes to how they would like to present these reviews and interviews is the really big value that we see here, especially with the ever-evolving changes to technology and how AI plays into it. This gives us a really great opportunity to continue to be innovative or at least give them a very positive and simple experience.

“We are super excited for the roadmap sessions that have been presented to us. PeerSpot works really in tandem with us to ask for feedback, talk about what types of reports and different features on the back end that would be useful. As of right now, they are pretty comprehensive, which is great, but we're always looking for more information on page views, how much traffic is being driven, and different things like that. Of course, moving forward, different AI reporting capabilities and LLMs would be helpful. We're overall super excited for what's to come and the way that PeerSpot listens to us as a customer and how they take that feedback into consideration when working on the future of PeerSpot. It's evident they are not staying stagnant. They are continuing to evolve with the industry and the different use cases.

“The positive impact that we have seen from PeerSpot is the length of our reviews. We historically have had different review sites that don't necessarily provide the amount of detail that we get from PeerSpot. I think it's because of the approach and the way that you collect peer reviews. It really is that true interview style, which gives customers an opportunity to speak their truth and provide even more in-depth reviews. When it comes down to it, written reviews are great, but nothing translates better than the actual voice of the customer or the prospect or the partner that showcases the value that they're seeing. The comfortability in making

it easy for them to continue to expand on their answers and provide real insights is where the value really comes out, and in comparison to other review sites, PeerSpot's length is really phenomenal and something that we value.

“Because we're still fairly new to PeerSpot or I am new to owning the PeerSpot program, we have not seen quantifiable ROI yet, but that is definitely something that we're looking into for the future.

“I would recommend taking a look at your personas. When it comes to who you are targeting, it's really important to give them different options and ways to engage with you. One of the reasons we love PeerSpot so much is the fact that it meets the customer where they are. If they prefer to do a video review or prefer to do a voice recorded review or interview, it really is up to them and the journey that they would like to take. I've worked with different organizations where some personas are much more inclined to give those details and provide more options or more information, whereas some organizations or personas are not as inclined. So think about who your target audience is and how they would benefit from an interview-style review as opposed to the shorter form written reviews that other review sites take into consideration. PeerSpot really takes that load off of our customers and partners and gives them the opportunity to share their insights in a much easier way, which is really great. Think about that and think about the business outcomes that you're looking to achieve, whether it's volume or in-depth reviews. If you go with PeerSpot, you're really looking for those details, the opportunity to have quotes, and just more general information coming from your customers, which is always great. I would rate my experience with PeerSpot highly based on their exceptional service, innovative features, and commitment to customer success..”

Claire Murphy

Manager, Peer Review Programs at a tech vendor with 5,001-10,000 employees

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About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a [customized report](#) of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.

[Get your personalized report here](#)

About PeerSpot

PeerSpot is the leading review site for software running on AWS and other platforms. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

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