aws marketplace

PeerSpot

Reviews, tips, and advice from real users

Powered by PeerSpot

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Product Recap

PeerSpot

PeerSpot Recap

PeerSpot delivers valuable peer-sourced insights with tools that enhance decision-making and research efficiency. It enables comparisons, direct user queries, and the utilization of customizable features to support marketing and customer advocacy.

PeerSpot is designed to facilitate research and comparison of enterprise software by providing comprehensive user feedback and authentic testimonials. Customized widgets, event support, and AI tools contribute to a positive experience. PeerSpot's role-specific testimonials and customer interviews assist marketing efforts. Users benefit from downloadable guides, transcripts, and long-form testimonials, offering deep insights into software features, implementation challenges, and customer satisfaction. The interface allows access to user experiences that support demand generation, sales enablement, and creation of reusable customer proof points, while encouraging content syndication and buyer-journey validation.

What are the important features offered by PeerSpot?

- In-depth peer-sourced insights: Access detailed analyses from real users.
- PeerSource tool: Facilitates comprehensive information extraction.
- Detailed user feedback: Gain firsthand experiences to inform decisions.
- Customizable widgets: Tailor the interface to enhance usability.
- AI tool: Provides a streamlined and efficient experience.
- Comparative options: Compare multiple solutions effectively.
- Downloadable guides and transcripts: Reference materials for better understanding.

What benefits or ROI can users find in reviews?

- Enhanced decision-making: Inform choices with real user insights.
- Improved research efficiency: Save time with organized, comprehensive data.
- Marketing support: Utilize authentic testimonials and experiences.
- Customer advocacy support: Amplify customer voices for better outreach.
- Demand generation boost: Use data-driven insights for strategic campaigns.

PeerSpot implementation spans diverse sectors, including finance, healthcare, and technology, where it supports industry-specific software research and comparison. By providing insights into specific deployment models, PeerSpot aids companies in tailoring solutions to fit their industry and scale requirements, facilitating more informed decisions and effective marketing strategies across sectors.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "The best features PeerSpot offers include a large selection of products to choose from and a vast pool of experience."

Gene Yazgur

Virtualization team lead / VMware SME at a retailer with 10,001+ employees

- "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."

RickBosworth

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

- "I say to those looking to create awareness for their products and services, PeerSpot is a must-have in their arsenal."

Gabriel Carrejo

Senior Director, Customer Advocacy at Automation Anywhere

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"As a result of using PeerSpot, I have seen specific outcomes such as more qualified MQLs and more qualified leads, and I would love to continue to explore how we can improve what we are doing now in the future."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

"PeerSpot has positively impacted my organization, and I believe it has influenced our product strategy, our product development efforts and resources."

Validated user
VP Strategy & Growth at a outsourcing company 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

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What users had to say about valuable features:

"PeerSpot's best features are reviews. What stands out to me about the reviews is the detail. PeerSpot has positively impacted my organization because we use them a lot. The frequent use of PeerSpot helps us work quicker.."

Validated user
Business Analyst at a tech vendor with 10,001+ employees

Read full review

"The best features PeerSpot offers include a large selection of products to choose from and a vast pool of experience.

PeerSpot helps me make decisions and adds value for my team because I can see what real-world experience with a particular product is versus marketing claims.

PeerSpot has positively impacted my organization by providing an independent platform for product review.."

Gene Yazgur
Virtualization team lead / VMware SME at a retailer with 10,001+ employees

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"In my opinion, the best features PeerSpot offers are honestly their team, as they have been really receptive and given me the answers that I need as I'm looking for them. I haven't had many issues with response time when I have questions about AI and how AI is affecting some of the landing page results. Within the next day or two, I had a response on how PeerSpot is combating that and how they're utilizing AI to improve their system as well.

"PeerSpot has positively impacted my organization by allowing us to look at the other side of the reviews and how customers and people in the software security space actually view our products and how we can improve or change that. For example, we saw a review that was left, and based on that review, we were able to send it to sales and they were able to reach out to that specific individual and improve that experience based on finding their review.."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

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“PeerSpot's best features include a customer quote feature available from the vendor dashboard that lets me find specific quotes that our customers have said. Having access to those customer quotes helps me provide our sellers with customer proof points.

“PeerSpot has positively impacted my organization by helping me generate LLM content for some of our less reviewed products. Different departments within my organization leverage the insights and content generated by PeerSpot by using PeerSpot review snippets on our product pages on our website, and other teams use it for account intelligence purposes.

“PeerSpot's detailed customer reviews offer my team distinct insights compared to information gleaned from star ratings, badges, or condensed review formats, as the longer reviews provide more opportunities for our customers to leave more detailed feedback and reviews of our products and services..”

Validated user

Customer marketing at a tech vendor with 5,001-10,000 employees

Read full review

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"The best features PeerSpot offers include how it provides independent reviews that give pros and cons of the tools that the reviewers are using. The website is easy to navigate, easy to find data or insights. Clear and concise case studies and other output formats from the reviews are easy to pull and use.

"PeerSpot has positively impacted my organization, and I believe it has influenced our product strategy, our product development efforts and resources. We take the feedback of areas for improvement back into our software development roadmap. It also has accelerated our onboarding for new team members. Additionally, we have used it as collateral in our sales process to help new prospective customers understand how other similar individuals working at similar companies have utilized our software successfully.

"These features have helped me and my team day-to-day in several ways. I will point a new account executive to PeerSpot to do their own research. The reviews on PeerSpot are more in-depth and written in a first-person point of view that helps our team and new team members learn about how our software helps our clients.."

Validated user
VP Strategy & Growth at a outsourcing company with 51-200 employees

Read full review

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"The best feature PeerSpot offers is the team at PeerSpot. Our CSM, Ayelet Wechsler, is fantastic, extremely helpful, and extremely knowledgeable. Beyond that, the account team is very proactive providing key insights, custom dashboards, and custom data sets to help us reach our goals as a company.

"We look at where we're showing up in the market and what the sentiment is. The dashboards and the intent data really help us zero in so that we can address any shortcomings and identify champions who would advocate for us and for the products.

"Some of the features such as the quote generator and some of the other content development tools are fantastic. It makes it really easy to get powerful statements from customer advocates out into the market.

"The partnership with PeerSpot team, specifically with our account team, has been instrumental in driving success and driving us to understand the marketscape, understand the customer needs, identify those customers that are willing to advocate for us, of which there are hundreds, because PeerSpot does such a good job of engaging them and getting them to opt in. The dashboards and the data sets are easy to leverage to enhance our go-to-market motions and optimize those campaigns so they are cost effective and serving the exact needs of what the market is looking for.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

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Other Solutions Considered

"We use a number of third-party review sites. Each of them have their strengths, but PeerSpot is number one in my opinion in terms of the whole package, not just the platform, but the people. The account team is extraordinary.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

Read full review

"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

Read full review

"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:

"As a result of using PeerSpot, I have seen specific outcomes such as more qualified MQLs and more qualified leads, and I would love to continue to explore how we can improve what we are doing now in the future.."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

Read full review

"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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"PeerSpot has helped to influence not only the presence within PeerSpot but broader with analysts and media, which is a key objective of ours from an awareness perspective. Having PeerSpot team do the managed services of generating reviews has been extremely valuable. Having these reviews show up in search is also extremely important.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

Read full review

"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

"My main use case for PeerSpot is to help generate customer reviews. Recently, at our US customer event, I asked our customers to leave reviews on PeerSpot to generate reviews around one of our products.."

Validated user
Customer marketing at a tech vendor with 5,001-10,000 employees

Read full review

"My main use case for PeerSpot involves reviewing products, seeing what peers think about particular products, and leaving feedback on products I use.

One specific example of a time I used PeerSpot for reviewing products is when I recently wrote a review on PeerSpot for Zerto.

If I'm curious about a product, I might look it up on PeerSpot to see if anyone has any experience with it and what the outcome was.."

Gene Yazgur
Virtualization team lead / VMware SME at a retailer with 10,001+ employees

Read full review

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"My main use case for PeerSpot is to generate insights about our customers and the market we serve to create awareness of our company and our products and how they help the individuals who use our software.

"I can give you a specific example of how I've used PeerSpot to generate those insights or create awareness: we get customer case studies or reviews of our software through PeerSpot. We have a customer success manager who helps coordinate our outreach to current customers of our software to get feedback on their usability, their perceived usability, working with our team, and how they utilize our software to help their business.."

Validated user

VP Strategy & Growth at a outsourcing company with 51-200 employees

Read full review

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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.."

Validated user

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

Read full review

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"Our main use case for PeerSpot is market awareness via customer reviews as well as leveraging intent data and generating customer testimonials.

"We recently signed up for the sponsored comparisons product, and that has increased our visibility across our key target categories significantly. In addition, PeerSpot's video interview service has been fantastic to generate video reviews and leverage those on the public domain to influence market awareness of the products and services we offer.

"The intent data has also been very valuable in creating optimized digital campaigns in paid media and understanding what the market is looking for so we can serve those needs and make sure that prospects and customers are getting what they need from a technology perspective and from a service perspective.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

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"My main use case for PeerSpot is the retargeting pixel campaign, using their audiences to retarget display banner ads to help find middle of funnel content.

"I can give a specific example of how I've used the retargeting pixel with PeerSpot's audience. We were looking to serve one of our newest white papers to a middle of funnel and bottom of funnel audience, and using the targeting through other channels and platforms did not allow us that scope to find that specific audience. Using PeerSpot allowed us to serve to that audience that already knew our product and allowed us to achieve our MQL goal.

"Working with the team has helped us achieve our goals. The PeerSpot team has been really responsive and receptive to my suggestions and recommendations, and also provided me feedback on how I can optimize my campaign.."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

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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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"I had a great experience. The account team was forthright. They have worked hard to meet our target goals given all the various constraints with budgets these days. They worked with me to create a package that would work within my budget but also deliver above and beyond in terms of the impact of the contracts. Onboarding, licensing, and the setup is super simple, one of the easiest vendors to work with for sure.."

Gabriel Carrejo

Senior Director, Customer Advocacy at Automation Anywhere

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Customer Service and Support

"Our customer success manager, Fyvel, has been very good to work with, very supportive, very responsive, and has been very helpful in the time that we have been engaged with PeerSpot.."

Validated user
VP Strategy & Growth at a outsourcing company with 51-200 employees

Read full review

"PeerSpot's customer success team has supported my organization in achieving its objectives or improving its key results by being a great resource to help me figure out strategy behind how to generate customer reviews. Customer support is great.."

Validated user
Customer marketing at a tech vendor with 5,001-10,000 employees

Read full review

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"Customer support is fantastic. As I mentioned, our CSM Ayelet is one of the best in the business. We would not be successful without her. She is crucial to our success and goes above and beyond.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

Read full review

"PeerSpot team has been really responsive and receptive to my suggestions and recommendations, and also provided me feedback on how I can optimize my campaign.

"When I mention their responsiveness and the way they handle AI-related questions, I can say that the support has helped me tailor how I want to do my campaigns, what platforms I decide to place them in, and how I talk about it to the other parts of my team about how PeerSpot can be helpful in terms of lead generation, reviews, and how all that together can help with our AI results and how we show up on analytics.."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

Read full review

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Other Advice

"Regarding PeerSpot's AI capabilities, I think the governance security is fine, and I do not have much to comment on. I gave this review a rating of eight.."

Jeffreyj Jones
Senior Digital Marketer at Synopsys Inc

Read full review

"The advice I would give to others looking into using PeerSpot is to have PeerSpot help coordinate the program for collecting reviews. However, if you have close customer relationships or first-hand relationships with your customers, sometimes it is easier to reach out directly to request the time for an interview rather than have PeerSpot reach out. You will get a better response rate if you are actively involved in the program. I would rate this solution a 10.."

Validated user
VP Strategy & Growth at a outsourcing company with 51-200 employees

Read full review

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"I do not have anything else to add. I do not want to add more about the features. I do not want to add more about the needed improvements. Regarding PeerSpot's AI capabilities, I think the governance and security question is unclear and I have no idea what that means. I don't know how to answer whether I feel comfortable and safe with how PeerSpot handles my data and privacy. Regarding PeerSpot's AI capabilities, I don't think about the accuracy and reliability of output. I will move on to the next question about how PeerSpot is deployed in my organization. I don't know how different departments within my organization leverage the insights and content generated by PeerSpot. I give PeerSpot a rating of 10.."

Validated user
Business Analyst at a tech vendor with 10,001+ employees

Read full review

"I would rate PeerSpot a nine out of ten. I choose nine out of ten because I do not believe any company is absolutely perfect, but they do a really good job. Regarding PeerSpot's AI capabilities, from what I know, its governance and security is good. Regarding PeerSpot's AI capabilities, from what I know of it, its accuracy and reliability of output is reliable. I am not sure how AWS Marketplace has been affected by the presence of our validated PeerSpot reviews; we do not participate on Google Marketplace. The present significance for my organization of having customer reviews and insights discoverable by AI tools and LLMs during vendor evaluations is very important to us right now, and it is a reason why we are focusing on generating reviews on PeerSpot. My advice to others looking into using PeerSpot is that they have great customer service, and the long form reviews that you get from PeerSpot are more valuable than from other peer review sites. My overall rating for this review is nine out of ten.."

Validated user
Customer marketing at a tech vendor with 5,001-10,000 employees

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"Regarding PeerSpot's AI capabilities, I cannot answer that as I don't have the context.

I cannot answer how different departments within my organization leverage the insights and content generated by PeerSpot.

The distinct insights that PeerSpot's detailed customer reviews offer my team are the same as information gleaned from star ratings, badges, or condensed review formats; they are another source of information.

The presence of my validated PeerSpot reviews within AWS Marketplace or Google Cloud Marketplace affects buyer consideration for my products as another point of reference.

The present significance for my organization of having customer reviews and insights discoverable by AI tools and LLMs during vendor evaluations is that it's another point of reference for the mentioned product.

My advice to others looking into using PeerSpot is to do your homework and research and look for independent sources of information before making a decision.."

Gene Yazgur
Virtualization team lead / VMware SME at a retailer with 10,001+ employees

Read full review

"The intent data is helping us reach more people, more of the right people, at a lower cost because we are able to identify who is in market, who is interested specifically in what we offer. With the peer reviews to back up and validate what we would say as a company, the peer reviews are really what is gold. Those are the actual customers who are experiencing the product and the services. Those are the customers that can literally be the peers to those prospects and those people that

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we are trying to reach with the digital campaigns. That validation is crucial.

"The breadth of the reviews is fantastic. It offers deeper insights for both us as the technology provider as well as for our prospects and other customers looking to adopt the latest and greatest. PeerSpot does a great job of getting complete reviews that are super helpful to our target audience.

"Being a leader on a platform such as PeerSpot is extremely valuable and the integration with AWS Marketplace for instance and having that validation front and center wherever the user is or the prospective buyer is super powerful.

"It is critical. In today's world of AEO and GEO, having the AI summaries show up with PeerSpot reviews for our product is invaluable. As we all know, the click-through rates are going down, so being front and center is massively important in today's world.

"It is extremely valuable to be able to create content faster than we have ever been able to before, to source references that have opted in to be a reference. That is crucial because we get so many inquiries for customer references based on product, based on function, based on industry. That data is invaluable to us.

"I would rate the customer support a ten. I know I said before I do not give out tens, but from a customer support perspective, Ayelet deserves an eleven.

"I say to those looking to create awareness for their products and services, PeerSpot is a must-have in their arsenal. The reach, the products, the features, the usability and scalability, and the team, having a team that is so insightful and knowledgeable is a key weapon in your arsenal. I give this review an overall rating of nine.."

Gabriel Carrejo
Senior Director, Customer Advocacy at Automation Anywhere

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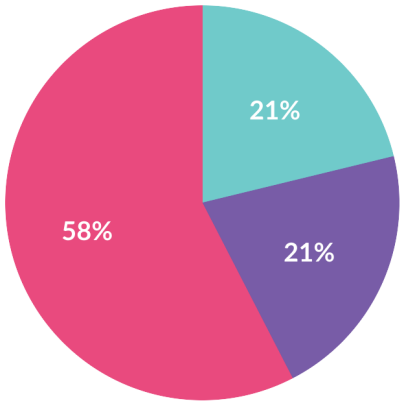
Top Industries

by visitors reading reviews

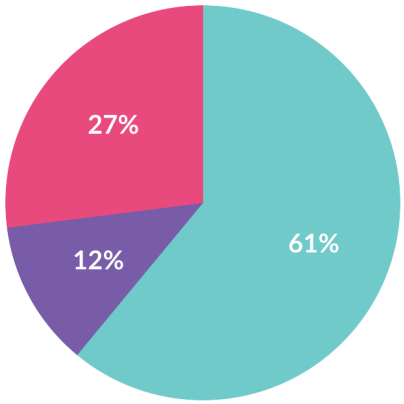
Wholesaler/Distributor	23%
Outsourcing Company	19%
Comms Service Provider	9%
Manufacturing Company	8%

Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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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

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About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. 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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