

AI Foundation

The Customer Proof Layer That Powers AI, Content, and Pipeline

PeerSpot AI Foundation captures, structures, and activates verified customer experience—so your AI, content, marketplace presence, and demand generation are built on **real proof, not assumptions**.

WHY THIS MATTERS

Most companies invest in AI tools, content programs, and demand generation but lack the most important input:

High-quality, structured customer proof.



AI generates generic output



Content lacks credibility



Campaigns underperform



PeerSpot AI Foundation fixes that.

It creates the input layer that everything else depends on.

WHAT'S INCLUDED

1

LONG-FORM REVIEW CAPTURE

Capture deep, decision-grade customer insight.

WHITE GLOVE

- Outreach and scheduling handled
- Professionally written, long-form reviews
- Narrative-driven, high-quality output

PEERANALYST (AI-GUIDED)

- AI-assisted conversational capture
- No writing required from customers
- Structured, publish-ready reviews
- Available in 7 languages
US, UK, Germany, Spain, Brazil, Japan and more.

OUTCOME:

Verified, structured customer proof at scale.

2

LLM-OPTIMIZED CONTENT

Turn customer insight into AI-ready assets.

- ✓ Content structured for AI parsing and citation
- ✓ Verified, attributable customer quotes
- ✓ Generated from real practitioner experience
- ✓ Continuously updated from live review data



OUTCOME:

Content that AI models surface, cite, and recommend.

3

VERIFIED MARKETPLACE PRESENCE

Establish decision-stage credibility where buyers purchase.



AWS Marketplace validated reviews



Google Cloud Marketplace validated reviews

OUTCOME:

Stronger conversion at the point of evaluation and purchase.

4

peerspot.ai CONTENT ACTIVATION

Turn reviews into deployable assets.



Blog content, social assets, and reports



Sales enablement materials



Website proof and widgets



Competitive positioning content

OUTCOME:

Customer proof used across your entire GTM.



CUSTOM QUESTION LAYER

Add up to 3 custom questions to every review.

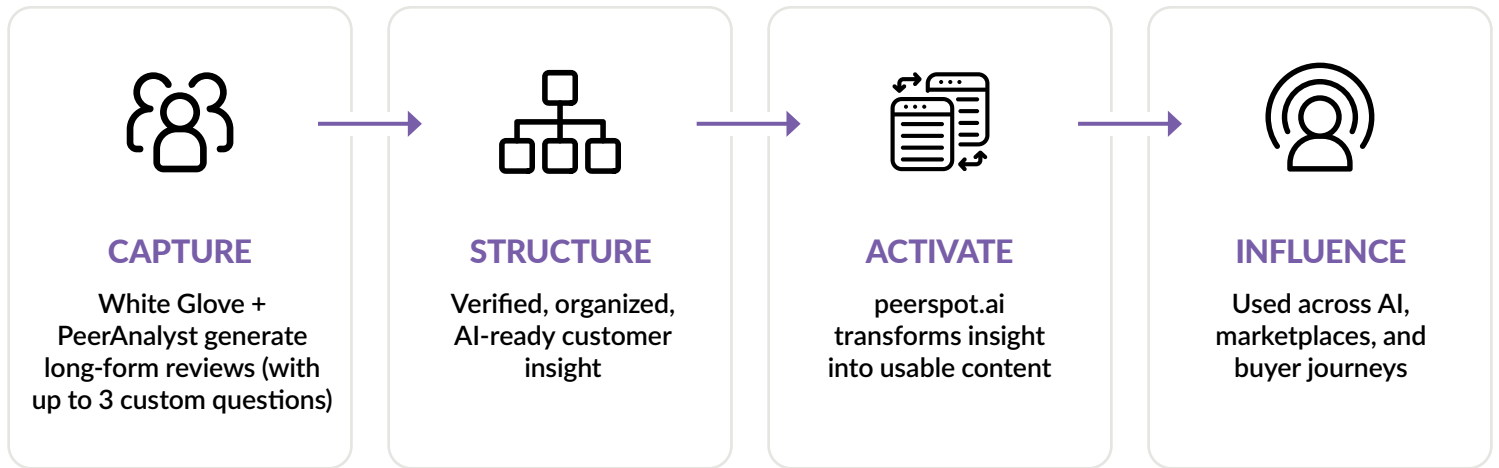
- ✓ Tailored to your product, category, or campaign
- ✓ Capture insights competitors can't have
- ✓ GTM priorities

OUTCOME:

More relevant, differentiated customer insight.

HOW IT WORKS

From customer experience → Decision influence → Pipeline impact



BUSINESS IMPACT



Stronger AI visibility and recommendations



Higher-quality content and messaging



Increased marketplace conversion



More effective demand generation



Faster sales cycles

“ You don’t win with more content. You win with better input.

THE AI ADVANTAGE

This is not a review program.
It is the input layer for AI-driven buying.

What it powers:

- ✓ AI-generated comparisons
- ✓ LLM visibility and citation
- ✓ Content generation and campaigns
- ✓ Marketplace evaluation
- ✓ Demand generation performance

No foundation = weak AI output.



REQUIRED FOUNDATION

PeerSpot AI Foundation is required to unlock:

peerspot.ai Content

Widgets

Demand Generation

Marketplace Performance

Everything else runs on this layer.



Before AI can work, you need the right data. PeerSpot AI Foundation provides it.



BUILD THE FOUNDATION
THAT POWERS AI, CONTENT,
AND PIPELINE.

TALK TO PEERSPOT →