

AWS MARKETPLACE REVIEWS + PEERSPOT

Authority in AI Search

THE ADVANTAGE

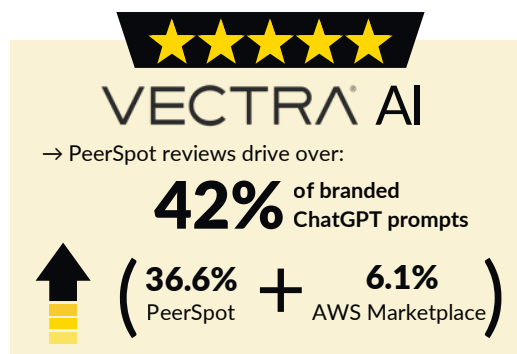
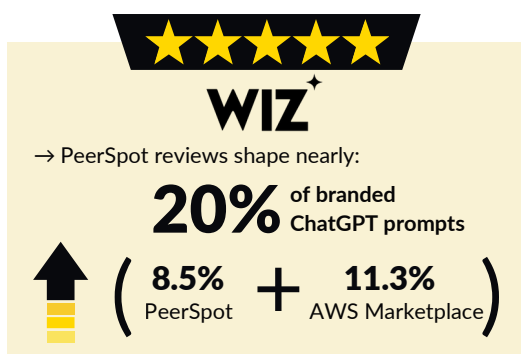
Search is evolving fast. Buyers don't just click links anymore — they ask **ChatGPT** or rely on **Google's AI Overviews**.

The answers they see increasingly come from **PeerSpot reviews**, either on PeerSpot itself or through

AWS Marketplace powered by PeerSpot.

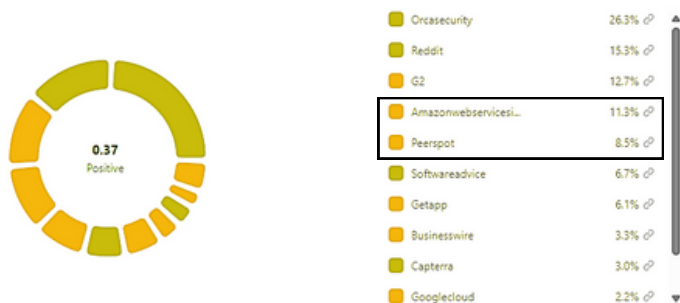
- ✓ All AWS AI results are PeerSpot reviews.
- ✓ Having reviews on both PeerSpot and your AWS Marketplace listing gives you unmatched authority and visibility.
- ✓ You're not just optimizing for SEO clicks — you're future-proofing your presence in AI search.

PROOF OF INFLUENCE



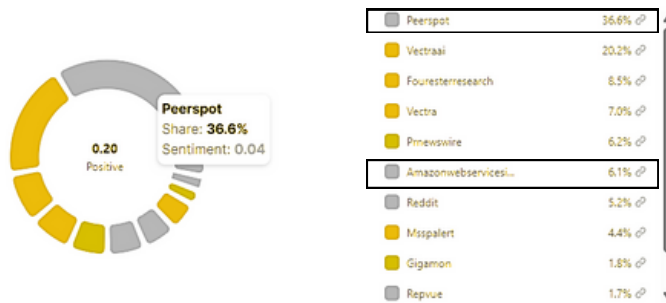
USA - Sentiment Per Source

Each source's percentage of total citations in branded prompts and their sentiment scores on a positive-to-negative scale



Vectra AI - Sentiment Per Source

Each source's percentage of total citations in branded prompts and their sentiment scores on a positive-to-negative scale



AI SEARCH MOMENTUM

Google's AI Overviews now appear in:
≈13% of U.S. searches
 (↑ up from 6% just months ago).

79% of consumers expect to use AI-enhanced search within the next year.

THE IMPACT FOR VENDORS

- ✓ **More Reviews = More AI Authority**
 - Influence the answers buyers actually see.
- ✓ **Stronger Marketplace Profile**
 - Verified PeerSpot reviews boost AWS star ratings and visibility.
- ✓ **Future-Proof Your Brand**
 - As AI becomes the front door to search, your customer voice becomes the trusted guide.



Start building reviews today to strengthen your AWS Marketplace profile and secure authority in AI search.

→ Talk to your PeerSpot team to get started!