

THE PATH TO A PEERPAPER

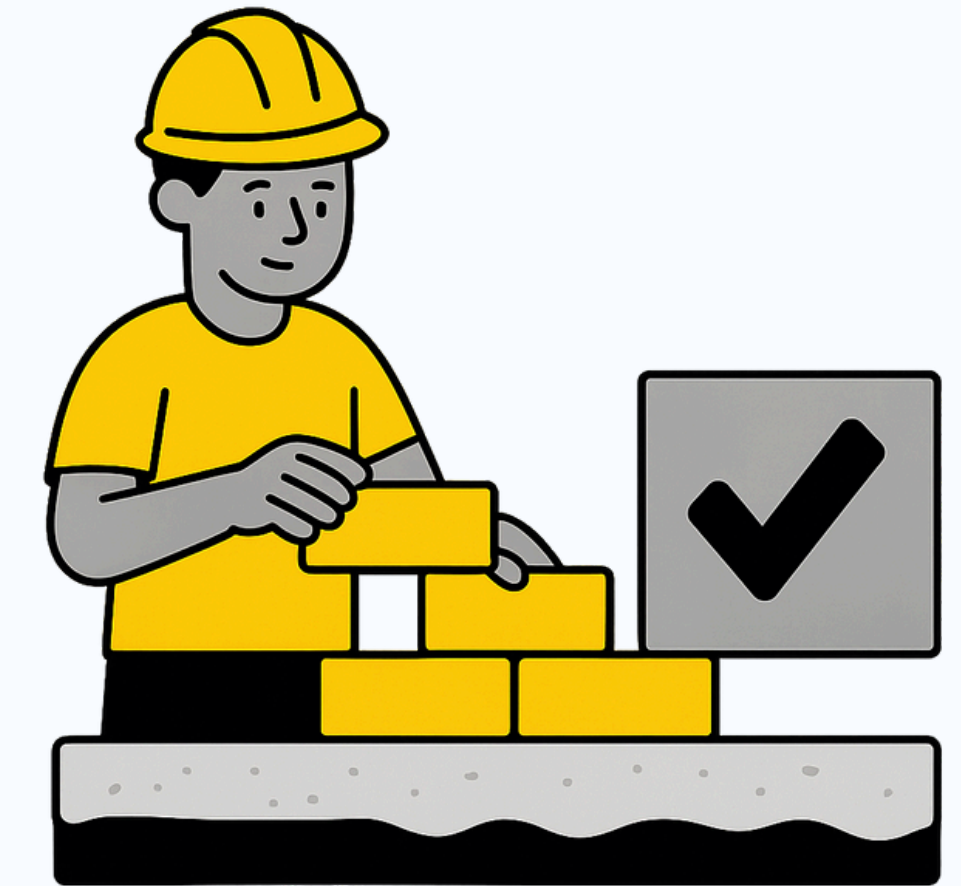
How PeerSpot turns your customer voice into strategic content.

1 START WITH THE RIGHT FOUNDATION

Before a PeerPaper begins, make sure you have a source of customer insights in place:

- A Review Subscription to collect feedback over time
- An active VOC Package to unlock content creation
- Event and/or Review Subscription where multiple insights are gathered at once

Each of these sets the stage to identify great stories and quickly build verified, impactful content.



2 CAPTURE REAL CUSTOMER INSIGHTS

PeerSpot helps you:

- Interview top customers
- Collect verified reviews
- Uncover compelling quotes and proof points

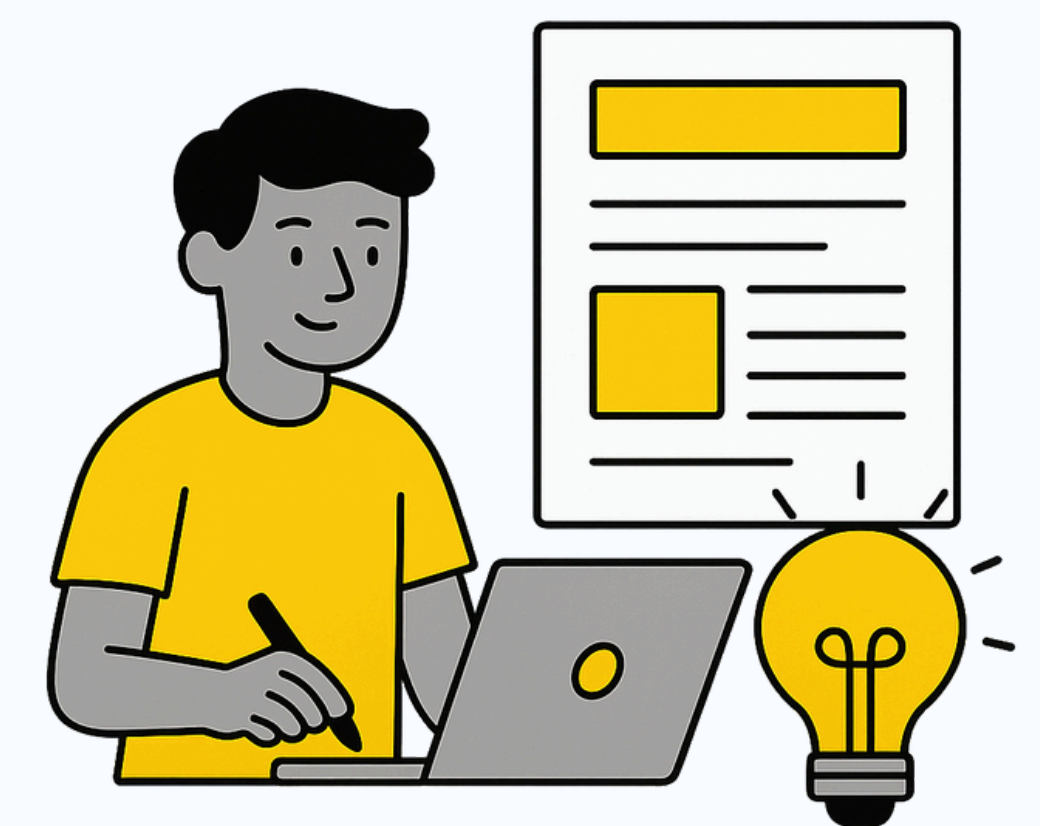
This voice-of-customer input is the foundation for every PeerSpot PeerPapers, quote cards, ROI stats, and more.

3 CREATE PEERCONTENT ALONG THE WAY

As stories emerge, start building value early:

- Quote cards and snippets
- Competitive proof points
- Sales enablement and social content

Short-form content builds momentum ahead of your PeerPaper launch.



4 LAUNCH THE PEERPAPER

Your strongest customer story, turned into a strategic asset:

- Highlights outcomes, proof, and use cases
- Used across campaigns, sales plays, and the website
- Built to drive trust and move deals forward

PeerPapers are built for impact and ready to perform across channels.

5 KEEP IT GOING

Once launched, the story doesn't stop:

- Tailor stories for different regions, industries, personas, or products
- Purchase PeerPaper Refreshes to update quotes and branding
- Use key insights to fuel campaigns, nurtures, and proof points

Customer stories should keep delivering value, long after launch.

