



Perception by LLMs of Leading Review Sites

PeerSpot, G2, Gartner Peer Insights, and TrustRadius

April 2026

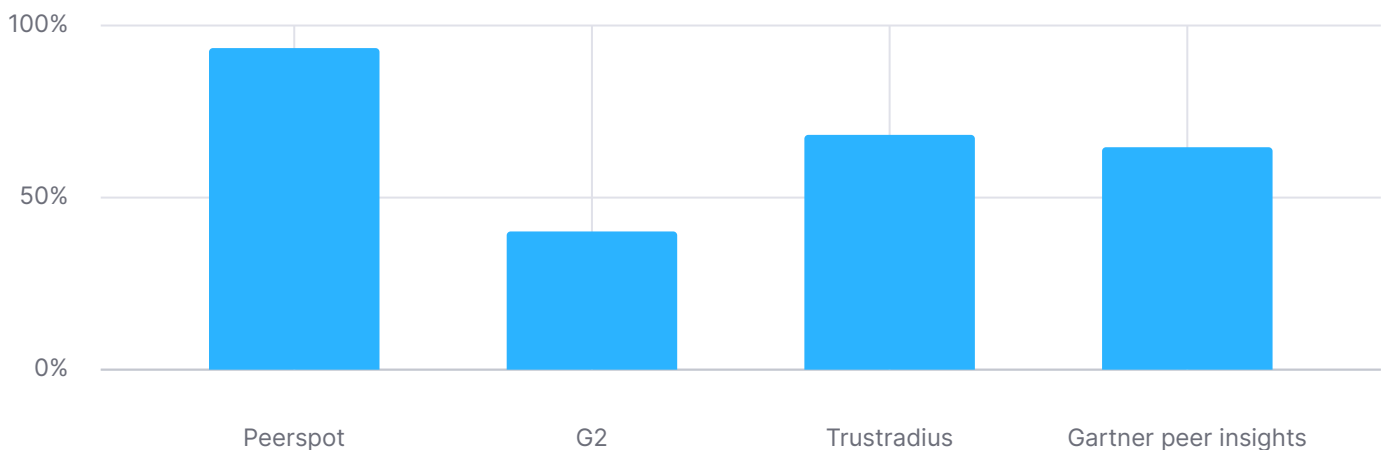
- This report analyzes how various Artificial Intelligence (AI) models perceive leading review sites, specifically PeerSpot, G2, TrustRadius, and Gartner Peer Insights.
- Across Google AI Mode and Gemini, PeerSpot consistently showed the highest level of recognition, with about 80% perception. TrustRadius and Gartner Peer Insights were perceived by around 60% of these models, while G2 had a perception of approximately 40%.
- When analyzed by ChatGPT, PeerSpot again led in recognition at nearly 50%. TrustRadius was perceived by about 25%, and Gartner Peer Insights and G2 had lower perceptions, around 15-18%.
- Perplexity also recognized PeerSpot most frequently, at about 60%. G2, TrustRadius, and Gartner Peer Insights were perceived by this model at similar levels, ranging from 43% to 48%.
- PeerSpot demonstrates a very strong overall positive sentiment, with 93% of mentions being favorable and 7% being general.
- For PeerSpot, Google AI Mode indicated a consistent 80% favorable sentiment on both April 3rd and April 4th. This high level of positive perception was also observed for TrustRadius, Gartner Peer Insights, and G2 during the same period.
- Key reasons for PeerSpot's strong perception include:
 - Its exceptionally detailed, interview-style reviews that function like mini case studies.
 - High credibility from a thorough verification process for reviewers, including checks like LinkedIn and phone interviews, which helps ensure reviews are authentic.
 - A strong community feel that encourages interaction and knowledge sharing among users.
 - A clear focus on complex business technology areas such as enterprise IT and cybersecurity.
 - Providing valuable details on how products are implemented, integrated, their overall cost, and the return on investment, which aids businesses in making significant purchasing decisions.
 - Tools that offer valuable insights into what potential customers are looking for, helping with sales and marketing efforts.
 - The ability to convert verified user data into useful marketing materials such as case studies and content for social media.

This report provides a snapshot of current activity. Deeper trend analysis will become more reliable with a longer data history.

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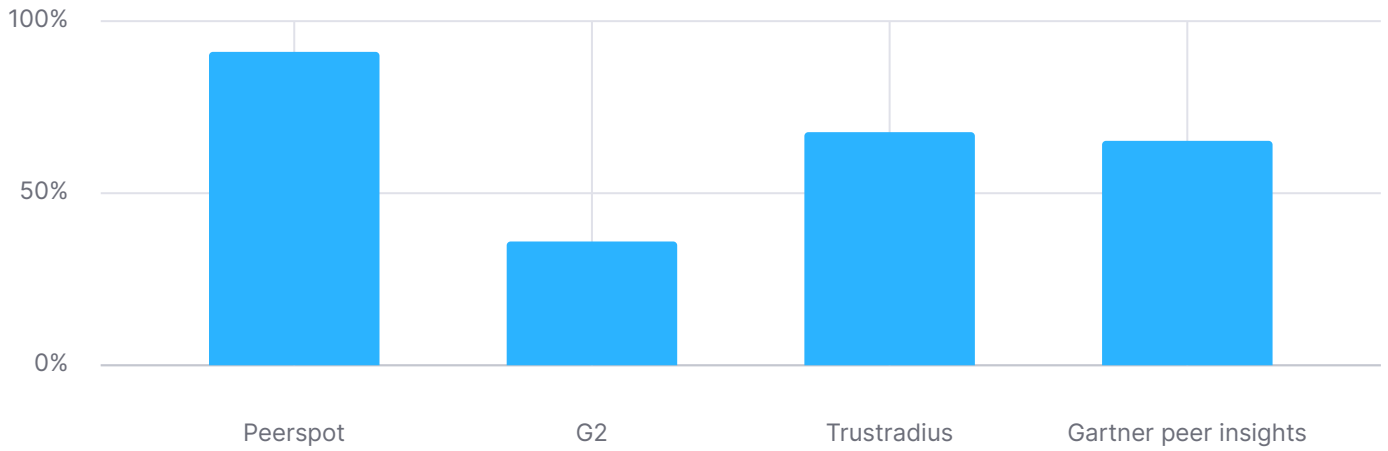
Perception of Review Sites - Google AI Mode

Platform: Google AI Mode



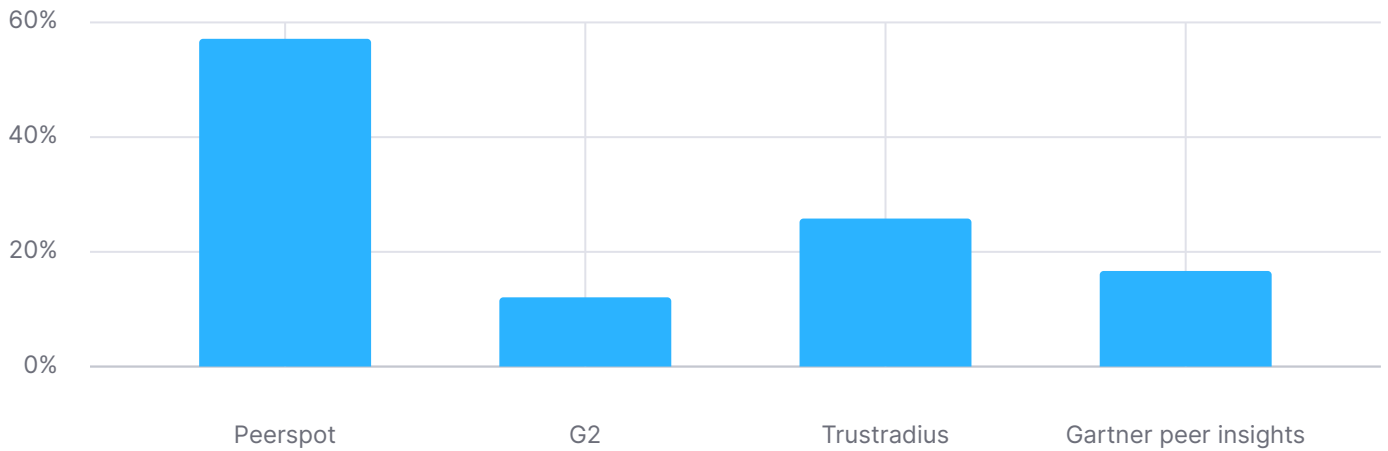
Perception of Review Sites - Gemini

Platform: Google AI Mode



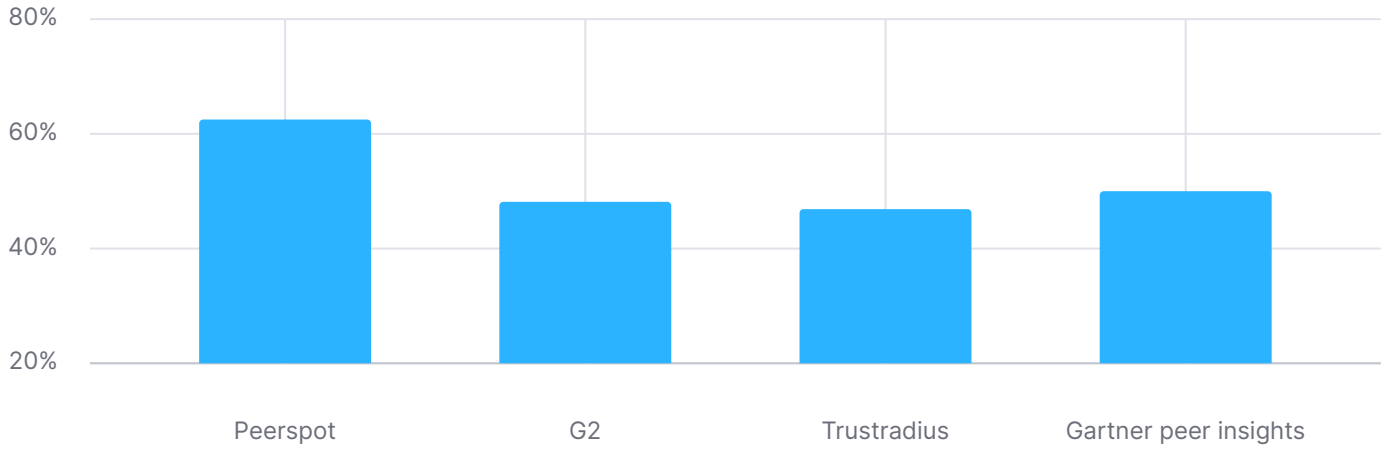
Perception of Review Sites - ChatGPT

Platform: ChatGPT

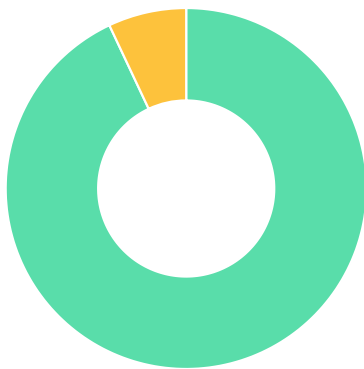


Perception of Review Sites - Perplexity

Platform: Google AI Mode



Overall Sentiment - PeerSpot



● Favorable 93%
● General 7%

Favorable Sentiment Over Time

Platform: Google AI Mode



Key Sentiment Drivers for PeerSpot

Brand Strength Factors

Platform: Google AI Mode

Brand Strength Factors	Mentions
● Exceptionally long-form, in-depth, interview-style reviews (~600+ words) that read like mini case studies	<div style="width: 90%;"></div>
● High credibility from rigorous reviewer verification (triple-authentication, LinkedIn/domain checks, phone interviews) that reduces fake or low-quality reviews	<div style="width: 90%;"></div>
● Community and peer-to-peer interaction (messaging other users, Q&A, community feel) for practitioner knowledge sharing	<div style="width: 60%;"></div>
● Strong focus on complex enterprise IT, cybersecurity, DevOps, and infrastructure use cases ("true enterprise" positioning)	<div style="width: 90%;"></div>
● Rich implementation, integration, TCO, and ROI detail that supports late-stage evaluation, shortlisting, and big-ticket decisions	<div style="width: 70%;"></div>
● PeerIntent/PeerPixel and related intent tools provide high-fidelity, bottom-of-funnel signals valuable for ABM and demand gen	<div style="width: 70%;"></div>

Brand Strength Factors

Mentions

● peerspot.ai / PeerReports turn verified peer data into scalable, authentic marketing collateral (case studies, battlecards, social content)

