



REVIEWS PLAYBOOK



www.peerspot.com

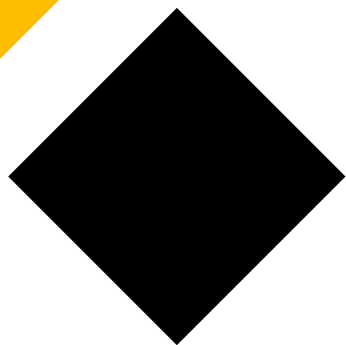


TABLE OF CONTENTS

»»» Introduction: Why Reviews Matter More Than Ever	Page 2
»»» Step 1: Map Your Product and Get Ready	Page 3
»»» Step 2: Ask the Right People at the Right Time	Page 4
»»» Step 3: Use Your Reviews to Strengthen Your Listing	Page 5
»»» Step 4: Use MDF to Scale What Works	Page 6
»»» What to Do Next?	Page 7

Introduction:

Why Reviews Matter More Than Ever

Your AWS Marketplace listing is more than just a product page – it's where buyers evaluate whether your solution fits their needs. Verified reviews provide the transparency and trust that help buyers make confident, informed decisions.

This playbook walks you through how to collect AWS-verified reviews with PeerSpot, and how to activate them to support your sales, marketing, and customer success programs.

[AWS Marketplace](#) > [Security](#) > [Software as a Service \(SaaS\)](#) > WIZ Cloud Infrastructure Security Platform



WIZ Cloud Infrastructure Security Platform [Info](#)

Sold by: [Wiz](#)

Deployed on AWS

Free Trial

Vendor Insights

Wiz provides an entirely new approach to cloud security that for the first time identifies the actual risks hidden in your cloud infrastructure.

4 ★★★★★ (2) [2 AWS reviews](#)

[714 external reviews](#)

AWS Reviews
(PeerSpot)

External Reviews
(PeerSpot + Other)

Step 1:

Map Your Product and Get Ready

The first step is mapping your product in AWS Marketplace. Once that's complete, PeerSpot will provide a custom review collection link that lets your customers share verified feedback tied to your listing.

Focus on accounts that have recently experienced success — such as completing onboarding, hitting milestones, or renewing. These are the best moments to ask for authentic, in-depth feedback.

To help your team support the rollout:

- Share enablement emails internally
- Add banners to email signatures
- Consider light incentives (gift cards)
- Set calendar reminders for coordinated outreach

Step 2:

Ask the Right People at the Right Time

Timing is everything when collecting meaningful reviews. Reach out right after successful touchpoints — onboarding, renewals, support wins, or implementation outcomes.

Ways to incorporate review invites:

- Customer newsletters
- Post-onboarding or follow-up emails
- Success check-in calls

Make it easy by letting customers know:

- The review is quick and supported by PeerSpot
- Their feedback helps future buyers
- You're interested in their honest perspective

Encourage them to share:

- The challenge they were solving
- Why they chose your solution
- What results they've seen since adopting it

Step 3:

Use Your Reviews to Strengthen Buyer Confidence

Once submitted, PeerSpot reviews appear directly on your AWS Marketplace listing and are labeled as AWS Marketplace Verified Purchase. This helps buyers evaluate your solution based on real customer experiences.

How to activate these reviews:

- Share quotes in sales decks and objection-handling slides
- Highlight key insights in ABM campaigns and social content
- Embed in AWS Buyer's Guides and landing pages
- Update your AWS listing description to reflect customer themes

PeerSpot reviews are automatically synced, so buyers always see fresh, relevant feedback.

Step 4:

Use MDF to Scale What Works

AWS Market Development Funds (MDF) can be used to support review-driven initiatives. If your company has access to MDF, you can use it to amplify your efforts and reach more of your target buyers.

With MDF, you can:

- Fund review collection campaigns
- Repurpose reviews into demand gen assets
- Feature social proof at events aligned with AWS
- Support buyer discovery with verified review content

PeerSpot is approved for MDF use and can provide assets, templates, and strategy guidance.



**PeerSpot is
approved for
MDF usage!**

What to Do Next?

Here's how to get started with verified AWS reviews through PeerSpot:

- Map your product to enable review collection
- Use your PeerSpot review link to invite key customers
- Work with your CSM to build your outreach plan
- Launch your campaign with coordinated emails, banners, or in-app messaging
- Apply MDF if available to scale your success

Verified reviews are one of the most powerful tools you have to build buyer trust and drive confident decisions in AWS Marketplace.

**When you're ready to get started,
reach out to your PeerSpot representative.**

