

# Visibility vs Evaluation: How Reviews Really Work in AWS Marketplace

What Every AWS Marketplace Seller Should Understand



## Why AWS Verified Reviews are Important

Enterprise software buying is driven by peer validation.

### Buyers rely on reviews to:

- Understand real-world use cases
- Evaluate strengths and trade-offs
- Reduce risk before committing
- Gain confidence from similar roles and companies

### AWS Marketplace, this is even more critical because:

- Buyers are already close to purchase
- They are actively comparing vendors
- They want confidence before transacting through AWS

## How AWS Review Collection Works

When a user clicks “Leave a review” on AWS Marketplace:

The process runs through PeerSpot

1

The review is submitted via PeerSpot

2

It is verified and moderated

3

Then published into AWS Marketplace

PeerSpot is the engine behind AWS Marketplace validated, review collection.

### More Than Just a Review Source: PeerSpot is the Review Collection Engine on AWS



## AWS Marketplace customer reviews

AWS Marketplace customer reviews include star ratings and detailed product feedback from verified AWS customers who have purchased the product. These reviews are collected through our partnership with PeerSpot, a business-to-business review platform that specializes in enterprise software reviews.

Source: <https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-product-reviews.html>

## AWS Marketplace displays two types of reviews, clearly separated.

### 1. AWS Marketplace Customer Reviews

- Verified AWS customers (purchase-based)
- Collected and verified through PeerSpot
- Published directly into AWS Marketplace



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Key characteristics of AWS Marketplace customer reviews:

- **Verified purchases** – Reviews are from customers who have actually purchased the product through AWS Marketplace
- **Enhanced context** – Reviews include additional information such as the reviewer's job title, industry, and company size when available
- **Validation process** – All reviews are verified to meet AWS Marketplace review criteria before publication
- **Rating calculation** – The average of these customer star ratings determines the overall product rating displayed on the product page

Source: <https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-product-reviews.html>

### 2. External reviews

- G2 reviews AND PeerSpot reviews from users who are not verified as AWS customers
- Not tied to AWS purchase
- Not verified within the AWS context

*Note: PeerSpot provides both external reviews and AWS Marketplace customer reviews. The difference is whether the reviewer is verified as an AWS customer.*

External reviews from G2 and PeerSpot (business-to-business review platforms) are also displayed to provide additional perspectives. These reviews come from the broader software community and may include feedback from users who purchased the product through other channels.

Key characteristics of external reviews:

- **Separate validation** – These reviews follow the external platform's own validation processes and are not reviewed by AWS Marketplace
- **Separate ratings** – Star ratings from external reviews are shown separately and are not included in the AWS customer rating average
- **Additional insights** – These reviews can provide broader market perspective and comparison with alternative solutions

Both types of reviews are clearly labeled so you can distinguish between verified AWS Marketplace customer feedback and external community reviews when making your purchasing decisions.

Source: <https://docs.aws.amazon.com/marketplace/latest/buyerguide/buyer-product-reviews.html>

## The Misconception

“If we have strong reviews on G2, we’re covered in AWS Marketplace.”

This is where most vendors get it wrong.

External reviews matter – they:

- ✓ Drive visibility
- ✓ Support research and comparisons
- ✓ Contribute to AI discovery



But they are not the same as **AWS-native, verified customer reviews.**

Vendors can still be:

1. Missing verified AWS customer reviews
2. Left out of AWS Buyer’s Guides and key evaluation experiences
3. Lacking in-depth, AI-ready content for meaningful comparisons and real-world evaluation

It’s external visibility vs verified, in-depth evaluation content

## What Drives Real Evaluation- Why Reviews Matter

At decision stage, buyers ask: “What is it actually like to use this product?”

They look for:

- ✓ Real use cases
- ✓ Pros and cons
- ✓ Performance and scalability
- ✓ Alternatives considered
- ✓ Support experience

This is what builds confidence – not just ratings.

## Depth Powers AI, Agent Mode, and Comparisons

AWS enables buyers to gain customer insights into:

- ✓ Use Case & Deployment context
- ✓ Scalability, stability, and ease of setup
- ✓ Pros and cons from practitioners
- ✓ Alternatives considered
- ✓ Evidence of real-world experience
- ✓ Service and support quality

## Depth - The PeerSpot Difference

AWS Validated Reviews → deep, structured, real-world insight.

This enables:

- ✓ Better answers in Agent Mode
- ✓ Stronger comparisons
- ✓ More meaningful evaluation



Yash Dhawan

★★★★☆

**Log monitoring has reduced costs and enables faster troubleshooting for cloud applications**

Reviewed on Mar 18, 2026 [Review from a verified AWS customer](#)

**What is our primary use case?**

The main use case for [Datadog](#) is to troubleshoot using application logs, and that is a great use case. Whenever we have integrated [Datadog](#) with all the application logs, we receive all the application logs there. Because CloudWatch logs are so expensive to use, we have integrated with Datadog, and it is very cost-friendly. The best use case is whenever we receive an error or suppose we have an issue going on, we can check it using Datadog logs and we can resolve it based on the logs.

**What is most valuable?**

The integration part is very smooth in terms of Datadog. The best features Datadog offers are first integration, second it is reliable, we can rely on it twenty-four seven, and third it is cost-effective.

Datadog integrates with any of the tools, and for now, we are working on the [AWS](#) cloud, so it is very easy to integrate with any of [AWS](#) services. We can push any of the logs for any of the applications. [Datadog](#) seems to be very reliable and stable, so we can check the logs and check anything there.

In terms of positivity, Datadog is cost-effective. We have used CloudWatch as well sometimes, but CloudWatch is expensive to use. If we want to search for any of the log streams, it is quite expensive. The cost is so much higher for that particular tool. But in terms of Datadog, it is very much cheaper than CloudWatch logs. It is similar to CloudWatch, but it is more cost-effective.

Datadog has helped our team save money, time, and resources, and I am certain that it has saved our time and our money.

**What needs improvement?**

Datadog can be improved if there is an AI functionality enabled. Let's suppose we are receiving a number of errors; an AI-integrated feature can happen there and it just gives us a root cause analysis based on the report, based on the error logs, and which service and what error codes we have received. That is how we can improve it.

I believe that is something which every organization wants, and I guess that is something really important because everyone wants the root cause after an incident has occurred.

**What do I think about the stability of the solution?**

I have never seen downtime with Datadog. It is pretty reliable.

**What do I think about the scalability of the solution?**

We can scale N number of things in Datadog. It is pretty scalable with no issues in the scaling part.

**How are customer service and support?**

I never reached out to customer support because I did not have to. Because we had no downtime for Datadog, we are good.

**How would you rate customer service and support?**

**Which solution did I use previously and why did I switch?**

I have used Kibana before Datadog, but the problem with Kibana was there was so much downtime in Kibana. We used to have so many issues in Kibana and the troubleshooting was impacted due to that. So we switched to Datadog.

**How was the initial setup?**

I purchased Datadog through the [AWS Marketplace](#).

**What about the implementation team?**

The implementation was amazing. The pricing is amazing and everything was so smooth with Datadog, so no issues at all.

**What was our ROI?**

I would say 100% return on investment. Let's suppose if I have to give an example of CloudWatch, it costs so much. If I have to search for two days of logs, it would cost me around three times more than what I search for from Datadog. Datadog is something which I can 100% rely on, and it is very cost-effective and totally worth it.

**Which other solutions did I evaluate?**

I have evaluated CloudWatch and Kibana, and hence I chose Datadog.

**What other advice do I have?**

I would recommend creating a data dashboard instead of searching for the logs. That feature is quite useful, so you can use the dashboards and you can monitor it from one place and also you can troubleshoot it from there as well using the logs. That is a very useful thing in Datadog. I give this review an overall rating of nine out of ten.

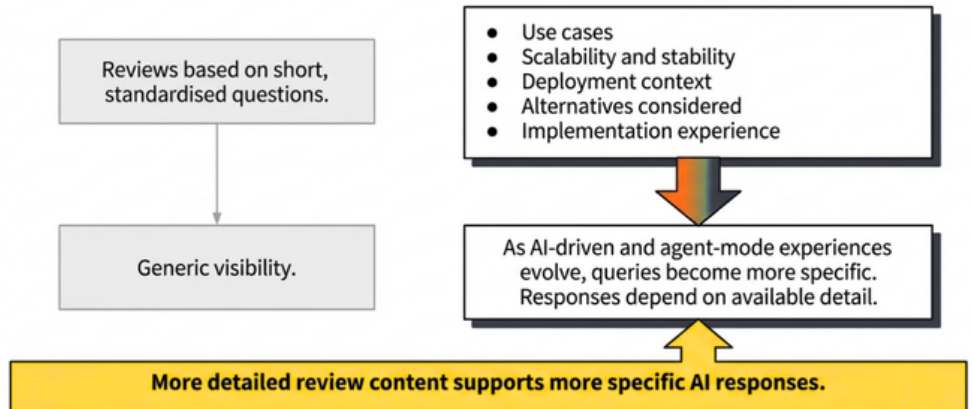
**Which deployment model are you using for this solution?**

Private Cloud

**If public cloud, private cloud, or hybrid cloud, which cloud provider do you use?**

## AWS Agent Mode is a conversational AI interface that helps buyers find and compare software.

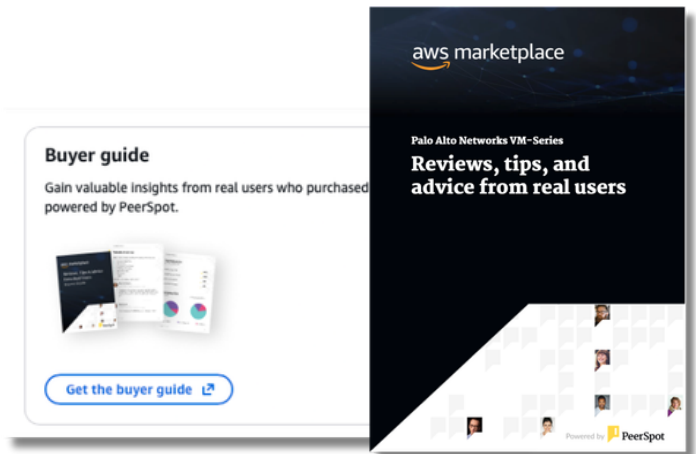
PeerSpot's deep, first-party reviews power AI-driven product comparisons, sentiment analysis, and Buyer Guides. If a vendor lacks sufficient review depth, there is no rating. That's why long-form, detailed reviews are critical.



### Exclusive to PeerSpot: Buyer's Guide

Buyer's Guides and evaluation experiences are:

- Powered by PeerSpot review data
- Built on structured, detailed reviews
- Designed to support direct vendor comparison



Winning in AWS Marketplace is not just about having reviews. It's about having verified, in-depth reviews that power real evaluation, comparisons, and AI-driven buyer journeys.

### Why PeerSpot

- ✓ Powering verified AWS customer reviews buyers trust
- ✓ Driving the decision layer where buyers validate, compare, and choose
- ✓ Extending beyond reviews with Buyer Guides that drive confident decisions