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Head Of Product Marketing at a tech vendor
with 51-200 employees

Customer proof has fueled demand generation and now drives awareness and faster deal cycles

Highlights

I highly recommend PeerSpot's 'strategic themes' service. It generates authentic customer proof, feeding demand generation and delivering significant ROI through reduced acquisition costs and accelerated deals. It's stable with outstanding support.

What is our primary use case?

“My main use case for [PeerSpot](#) includes creating customer proof and case studies that are available via one-click download from [PeerSpot](#) platform, and using this content to feed additional content that ultimately lives within our demand gen engine.

For one of those use cases, I often take customer quotes and proof points from case studies, whether anonymous or named, and use them either in social promotion, which is what a customer says about us when we're not in the room, or I might create vertical specific content, such as quotes from Fortune 500 manufacturers or

from financial services enterprises, which our sellers can use to help nurture deals with similarly situated prospects..”

What is most valuable?

“I very much appreciate the reviews as a service, or as PeerSpot calls it, strategic themes, with expert interviewers talking with existing customers and helping them articulate their experience with the enterprise solution while staying authentic and true to their own experience. I also appreciate intent leads as well as peer pixels, which allow us to deliver targeted digital campaigns to people doing research for solutions such as ours.

Let me focus on strategic themes. Recalling a previous place where, on a customer base of 200 customers, we were able to get 80 customer interviews and case studies within eight short weeks after acquiring a small company. The very clear, repeatable interview process assisted customers in organizing their thoughts and articulating clearly and succinctly about their experience with our solution, which was really impactful.

PeerSpot has positively impacted our organization by increasing consideration and awareness of our solution, which has helped feed the top of the marketing funnel, the demand engine that I referred to earlier, as well as providing customer proof, since nothing speaks more powerfully than the voice of the customer, which has been instrumental as we nurture prospects to closed-won deals..”

For how long have I used the solution?

“I have been using PeerSpot since about 2018 with a handful of companies, first at BMC Software, then at SentinelOne, for a brief period at [Zafran Security](#), and now with [Torq](#)..”

What do I think about the stability of the solution?

“PeerSpot is stable..”

What do I think about the scalability of the solution?

“I have experienced no issues or concerns with PeerSpot's scalability..”

How are customer service and support?

“The customer support from PeerSpot is outstanding..”

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

“There is nothing that I would feel comfortable sharing about previous solutions I used..”

How was the initial setup?

“We did not purchase PeerSpot through the [AWS](#) marketplace..”

What about the implementation team?

“I have no other relationship with PeerSpot besides being a customer..”

What was our ROI?

“We have absolutely seen a return on investment, recalling a former employer where PeerSpot intent leads were the highest performing leads we had in our arsenal. I would say that intent leads have also reduced the total customer acquisition cost by raising awareness and consideration, and accelerating deal cycles..”

What's my experience with pricing, setup cost, and licensing?

“I have no opinion on pricing, setup cost, and licensing..”

Which other solutions did I evaluate?

“I cannot share specifics about other options I evaluated before choosing PeerSpot..”

What other advice do I have?

“I have nothing else to add about how I use PeerSpot. I am a big PeerSpot fan, and I love what they are doing in terms of putting customer truth out there to help remove the noise from the enterprise software buying cycle.

PeerSpot is deployed in my organization via the public cloud.

I would encourage others looking into using PeerSpot to consider the strategic themes or what I refer to as the reviews-as-a-service program. PeerSpot has expert interviewers, and you can work with PeerSpot to get advice on question shape and structure that would help your customers articulate their experience with your solution. That would be my first step recommendation with PeerSpot.

If you are looking for an authentic voice of the customer to use in your marketing mix to help suppress noise and assist your target audience in considering your product, I would strongly recommend PeerSpot.

PeerSpot has positively impacted our organization by increasing consideration and awareness of our solution. It has helped feed the top of the marketing funnel, the demand engine that I referred to earlier, as well as providing customer proof, since nothing speaks more powerfully than the voice of the customer. I would rate this experience a nine out of ten..”

Which deployment model are you using for this solution?

Public Cloud

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

[Amazon Web Services](#) (AWS)



PeerSpot

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About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

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- Specific information to help you choose the best vendor for your needs

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