



Verified user

Product Marketing at a tech vendor with 501-1,000 employees

Peer reviews have powered authentic customer storytelling and improved demand generation

Highlights

PeerSpot is invaluable for my marketing, offering great search and fabulous support for customer testimonials. It provides crucial validation, enhancing our narratives. I rate this stable solution 9/10, only wishing for a slide-format quote generator.

What is our primary use case?

“My main use case for [PeerSpot](#) is for customer testimonials, customer reviews, and customer quotes that power our marketing and differentiation.

“A specific example of how I've used [PeerSpot](#) for customer quotes is that we recently obtained some excellent quotes on value and ROI numbers from customers in their PeerSpot reviews that have been really helpful to our own customers who are inspired to realize the same ROI.

“I have developed blogs from some of the collected information from PeerSpot, and that has helped in our demand generation process as well..”

What is most valuable?

“In my opinion, the best features PeerSpot offers are the search function, where I can find specifically what I want in the quotes, and the support from our rep, who has explained it all to me and doesn't let me languish. She is extremely helpful and fabulous.

“The search function in PeerSpot is really intuitive and thorough, making it easier for me to find specifically what I want on products or to ensure I'm reviewing customers rather than partners. Our rep is totally above and beyond; she's genuinely intelligent, offers really great perspective, and understands the product and the market very well.

“PeerSpot has positively impacted my organization by bringing in more customer validation in our marketing narratives, which is great because it makes it not just marketers and salespeople telling the story, but customer words, which is really important and resonates well in the market..”

For how long have I used the solution?

“I have been using PeerSpot for approximately a year, including my prior use in 2020 and 2021..”

What do I think about the stability of the solution?

“PeerSpot is stable..”

How are customer service and support?

“The customer support from PeerSpot is fabulous..”

Which other solutions did I evaluate?

“I also use Gartner Peer Insights in addition to PeerSpot, and I use them both together..”

What other advice do I have?

“My advice for others looking into using PeerSpot is to ensure they receive excellent customer support and responsive service. I give this product a rating of 9 out of 10. I don't want anyone in my industry to use it because it's really helping me and I want it to be my competitive advantage..”



PeerSpot

For more in-depth insights from real user reviews

[Download PeerSpot Buyer's Guide](#)

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:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

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