



ColleenReidy

Director of Customer Advocacy at SentinelOne

Strategic reviews have amplified trusted customer voice and now support faster go-to-market

Highlights

I've used PeerSpot for 9 years to generate high-quality, authentic customer reviews. It significantly scales trusted validation, improves go-to-market, and offers strong ROI through writer-led interviews and reusable assets, outperforming other solutions in content creation.

What is our primary use case?

“My primary use case for [PeerSpot](#) is generating high-quality, authentic customer peer reviews that can be used across marketing, sales enablement, and customer advocacy programs.

“I have worked with [PeerSpot](#) across three organizations over the past decade, primarily to capture credible customer voice, support buyer-journey validation, and create reusable customer proof points..”

How has it helped my organization?

“PeerSpot has materially improved our ability to scale trusted customer validation.

“The structured, writer-led interview process ensures reviews are delivered by real practitioners, which significantly increases credibility and internal confidence in using the content externally.

“The resulting assets—customer quotes, full reviews, and co-branded PDFs—enable faster go-to-market execution, stronger messaging, and consistent proof points across campaigns.

“PeerSpot also contributes meaningfully to SEO, SEM, and overall category visibility, extending reach well beyond what we could achieve independently..”

What is most valuable?

“Writer-led customer interviews ensure authenticity, depth, and quality, which is critical for trust.

“The Peer Quote Assistant is extremely effective for quickly sourcing attributed, role-specific testimonials to support marketing and sales efforts.

“Downloadable co-branded PDF case studies provide immediately usable customer assets that extend the value of each review.

“Customer attribution and role clarity make the content far more actionable and credible for buyers and internal stakeholders..”

For how long have I used the solution?

“I have used PeerSpot for 9 years..”

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

“I have used several other solutions, each different. PeerSpot's content creation is second to none. It is valuable to have customer insight for new products to support launches, etc..”

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

“PeerSpot should be viewed as a strategic investment rather than a transactional review platform.

“When factoring in the volume of reusable customer assets, SEO/SEM impact, and advocacy pipeline it enables, the ROI is strong.

“Pricing is reasonable when aligned to clear activation plans across marketing, sales, and advocacy..”

What other advice do I have?

“The Customer Success Managers are fantastic. They are very knowledgeable and responsive, providing strategic planning and support for a comprehensive, integrated plan..”



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

Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944