

2026

Review Quality Report: Discoverability in the Age of AI





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Rajat Bhatnagar

SVP of Business Operations
HG Insights

Executive Foreword

For more than a decade, TrustRadius, an HG Insights Company, has helped technology buyers make confident decisions through peer insights. That mission hasn't changed, but how buyers discover those insights has, and our research is showing us exactly how fast.

AI-powered search and assistants have become a primary research interface for B2B technology buyers. Instead of navigating multiple sites, buyers are asking AI tools to summarize and recommend products directly within the platforms they already use. Peer reviews remain central, but AI surfaces and synthesizes that information before a buyer ever clicks a link.

For vendors, this is a fundamental shift in how visibility is earned. Our strict review moderation process ensures every review on TrustRadius is verified and authenticated, so buyers can trust what they're reading, and AI systems train on signal, not noise.

TrustRadius and HG Insights address both sides of this shift: intelligence that reveals where demand is forming, and authenticated customer voice that shapes decisions at the moment of evaluation.

As discovery evolves, one principle holds: Trust drives influence.

TOP 5 MOST-RATED AND MOST-REVIEWED PRODUCTS

1. Miro, 1,326 ratings and reviews
2. Slack, 974 ratings and reviews
3. Dropbox, 970 ratings and reviews
4. Microsoft 365, 365,870 ratings and reviews
5. Microsoft Teams, 773 ratings and reviews

2025 By The Numbers

46,977
Started reviews

18,905
Published Reviews

53.7%
Submitted reviews published

38,071
Ratings published

10,390,124
Unique site visitors

8.5
Average rating

6,143
Products covered

5,106,281
Total words published

UPDATED SEPTEMBER 11, 2025 Save

Easy to use, Multifunctional, Great Employee Engagement

Janna Murphy
Practice Administrator
Health Care for Women (Health, Wellness and Fitness, 11-50 employees)

★★★★☆ **Score 7 out of 10** Vetted Review Verified User Incentivized

Overall Satisfaction with Paylocity

Use Cases and Deployment Scope

We use Paylocity for our payroll, New hires enrollment, and employee engagement. It manages our payroll. It manages our new hire enrollment and gets employees engaged right away. It also links us to our insurance enrollment. We also use it to communicate fun things going on in the office, remind of anniversary hires and birthdays.

MOST IN-DEPTH

[This review](#) for [Paylocity](#) at 2,216 words.

First Choice in Remote Desktop Software Incentivized

Kevin McCusker
IT Operations Manager
Offit Kurman (Legal Services, 501-1000 employees)

★★★★★ **Score 5 out of 5** Vetted Review Verified User Incentivized

1 year of experience

Use Cases and Deployment Scope

LogMeIn Resolve was being used for remote monitoring and management, remote access and support for our endpoint devices and server infrastructure.

Pros

- Endpoint remote access was quick and easy to use
- File level access to end user workstations without end user interruption
- User interface is simple and easy to navigate

Cons

- Limitations on remote control when using mobile support

Likelihood to Recommend

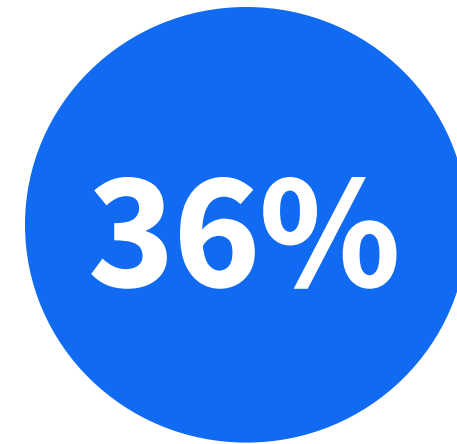
Remote technical support for a geography diverse workforce is easy to manage using the LogMeIn tool. Reduced our travel time giving us more time to help end user issues. The tool also allows us to run some diagnostic tools in the backend without end user interaction.

MOST POPULAR

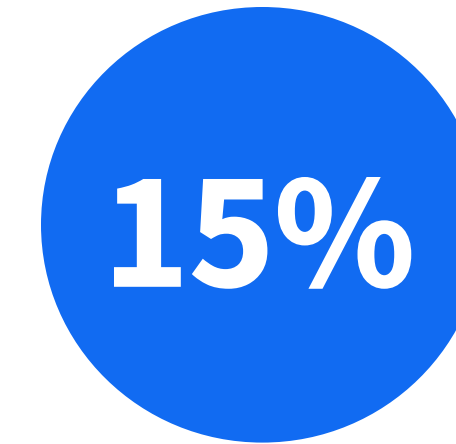
[This review](#) for [LogMeIn Resolve](#), read 507 times.

Reviewers Behind the Data

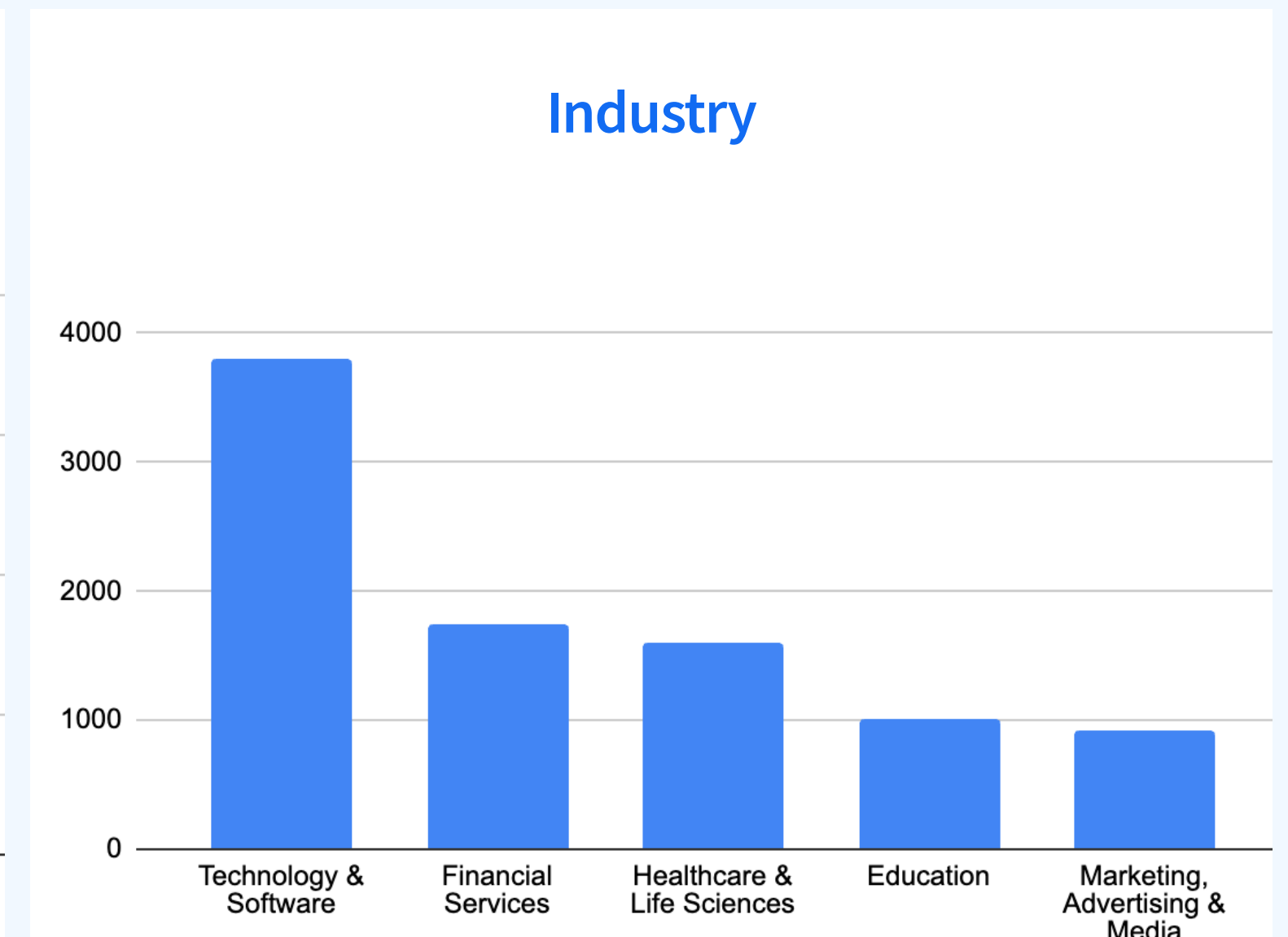
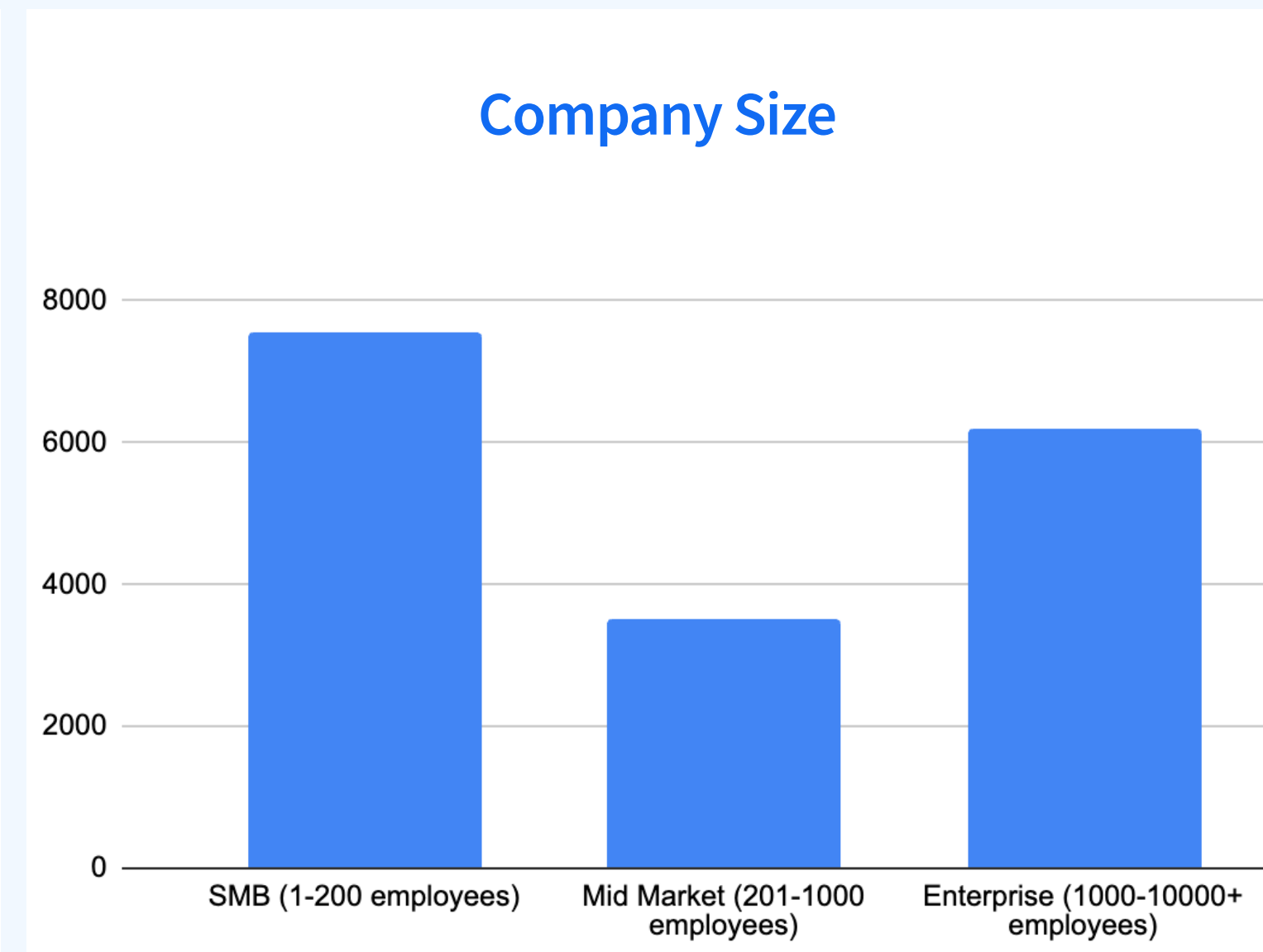
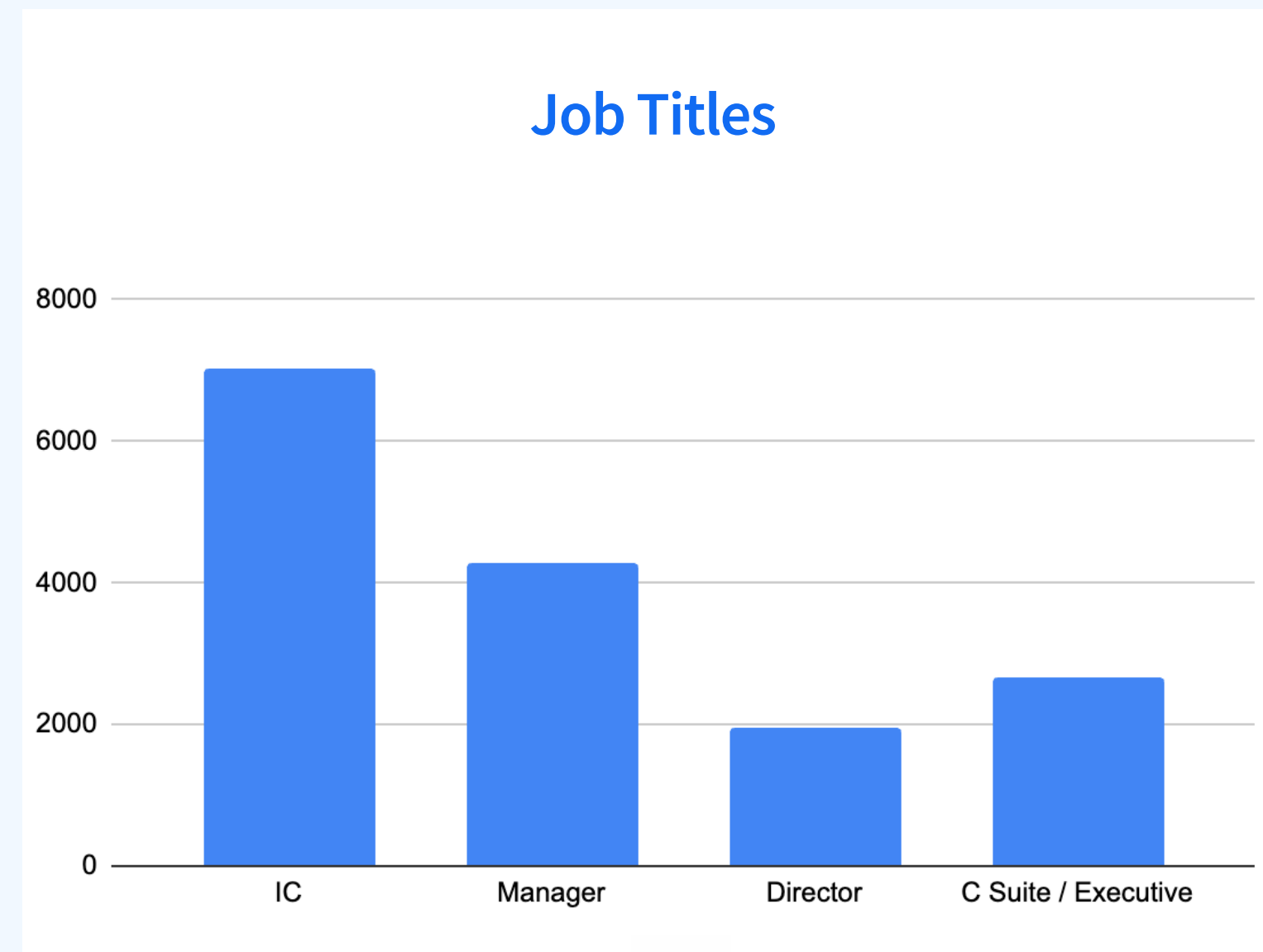
In 2025, over **18,000 reviews** were published on TrustRadius, and were written by more than **15,500 individual users** across a wide range of industries, including information technology and software, manufacturing, business services and consulting, and social services.



work for large companies with 1,000 or more employees *(a 13% increase from 2024)*



are an executive level or higher *(a 50% increase from 2024)*



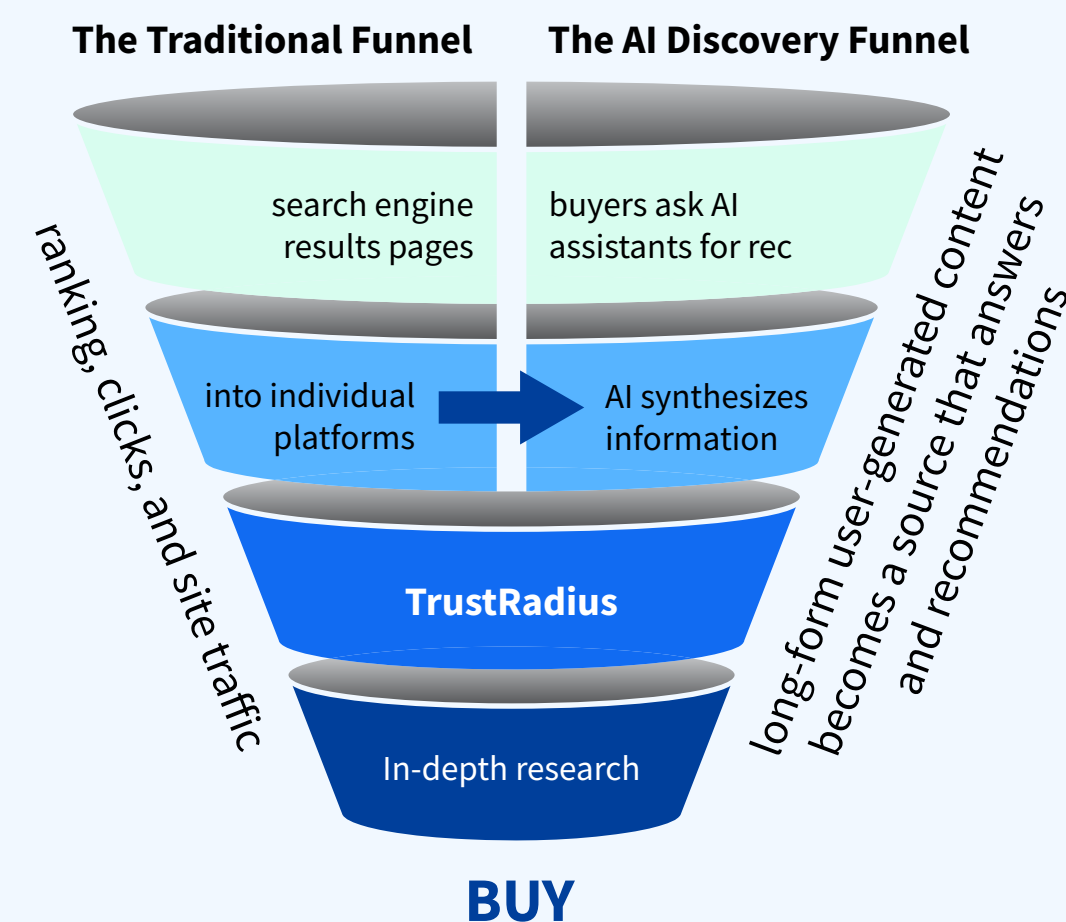
The Buyer Journey Has Changed

For more than a decade, the path to buying software followed a familiar flow. Buyers started with a search engine, scanned a list of links, and navigated between multiple tabs to gather information. A product's visibility depended on ranking high and capturing traffic before a competitor did.

That model changed rapidly in recent years with the widespread adoption of AI, allowing buyers an immediate search and discovery tool. In the [2025 Bridging the Trust Gap: B2B Tech Buying in the Age of AI report](#), 40% of buyers said AI makes it easier to find information, doubling from the prior year. Instead of clicking through multiple websites, they expect aggregated insights, comparisons, and recommendations without leaving the prompt window. Discovery is shifting from search results to generated answers.

This shift does not eliminate the need for credible sources. At TrustRadius, we actually believe it increases it. Large Language Models (LLMs) rely on trusted third-party content to train and shape their responses, and they prioritize platforms that contain detailed, experience-driven information. Long-form user-generated content has become a foundational source as AI tools interpret the authority and relevance of a given product.

That's why we've maintained such strict quality standards for our reviews. In 2025, we rejected 46% of all reviews submitted for publication. By ensuring that we are publishing only verified and in-depth user insights, we're ensuring that TrustRadius sits at the center of this transition, providing the kind of authentic content that buyers seek and AI tools rely on to inform decisions.

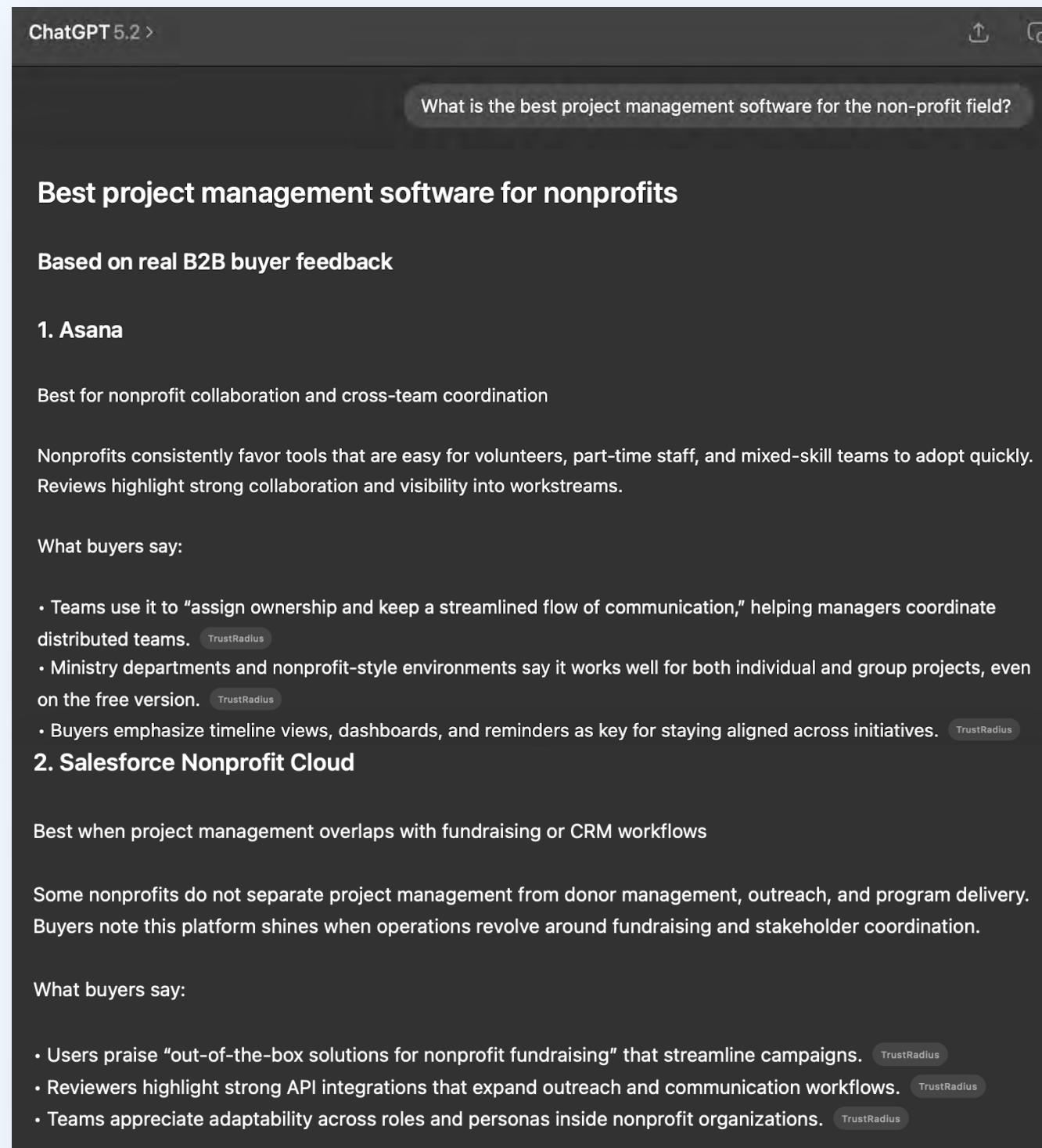


AI Doesn't Read Star Ratings, It Reads Reviews

LLMs rely on signals that indicate legitimacy, expertise, and content depth. Structured, user-generated content plays an important role in this process. Reviews that include detailed use cases, role-specific insights, and real-world context give AI systems the material they need to generate accurate responses. Long-form reviews provide nuanced and specific insights that short, generic content cannot. As a result, platforms that prioritize authentic user voice are foundational sources within AI-driven discovery.

Industry studies show that AI search engines frequently ground product comparisons and buyer guidance in third-party sources, including community discussions and review platforms, combining expert information with real customer sentiment to generate summaries. These citations are not random. They reflect signals of authority, including depth of content and site credibility. When reviews contain real user experience and verifiable expertise, they are more likely to influence how AI tools interpret sentiment, positioning, and relevance.

For vendors and buyers alike, this represents a shift in how visibility is earned. Long-form reviews are no longer only helpful for human readers. They are signals that shape how AI understands the market. By investing in credible, experience-driven content, software vendors can strengthen their presence within this new visibility layer and ensure their product is represented accurately when buyers turn to AI for guidance.



2. Salesforce Nonprofit Cloud

Best when project management overlaps with fundraising or CRM workflows

Some nonprofits do not separate project management from donor management, outreach, and program delivery. Buyers note this platform shines when operations revolve around fundraising and stakeholder coordination.

What buyers say:

- Users praise "out-of-the-box solutions for nonprofit fundraising" that streamline campaigns.
- Reviewers highlight strong API integrations that expand outreach and communication workflows.
- Teams appreciate adaptability across roles and personas inside nonprofit organizations.

NOVEMBER 05, 2025

Salesforce Nonprofit Cloud

Verified User

Vice-President in Information Technology
Non-profit Organization Management Company, 201-500 employees

Score 9 out of 10 Vetted Review Verified User Incentivized

Overall Satisfaction with Salesforce Nonprofit Cloud

Use Cases and Deployment Scope

We use Nonprofit Cloud to store donor information. As a nonprofit, this serves as our main donor database, and we also use it to integrate with our other core systems. We have a healthcare system called Vet, which brings in client information from our hospital clients, and another system called Setpoint for storing adoption information. We also bring in volunteer data, which helps us have a 360-degree view of anyone interacting with any of our departments.

Pros and Cons

Pros	Cons
<ul style="list-style-type: none">⊕ I think it really helps with scalability.⊕ The API integrations allow us to use the data for more data-driven decisions.⊕ It also helps us better serve our clients because it integrates with our phone system — so when someone calls in, we can immediately tell what type of client they are, whether they're a donor or a hospital client. Overall, the open platform and scalability of the API integrations have been a big advantage.	<ul style="list-style-type: none">⊖ I'd say we've also used another competitor product called Blackbaud Raiser's Edge NXT — they've been in the nonprofit space for a long time. I feel like Salesforce is gradually getting there. Since Salesforce Nonprofit Cloud is highly customizable, implementation really depends on how we build the system. I think if there were more out-of-the-box modules for specific functionalities, it would make things easier for nonprofits.

Why Long Form Reviews Win in AI Search

AI has changed how buyers discover software, but not what makes content trustworthy. In AI-driven research, short and generic reviews often lose impact. Detailed, human-written reviews are seen differently. They provide the detail and context that LLMs rely on when generating answers.

Depth signals real experience. Specific use cases and practical examples help buyers understand how software performs beyond surface-level claims. Reviews that describe workflows, challenges, and outcomes offer context that both humans and AI interpret as authoritative.

Natural human phrasing also makes a difference. Authentic language, imperfect wording, and unique perspectives reinforce credibility and distinguish real experience from synthesized content. Instead of being flattened into a summary, long-form reviews are referenced and revisited as buyers move deeper into evaluation.

Short, AI-polished reviews get summarized. Deep human reviews get referenced. In an AI-driven discovery model, long-form user voice becomes the foundation for both visibility and trust.

15M

Crawl requests per month from ChatGPT, Google, Meta, Perplexity, and more to TrustRadius.com

105K+

Requests from ChatGPT (alone) per day driven by Buyers prompting answers that leverage TR content (and growing)

LLMs Already Trust TrustRadius

As AI becomes a primary entry point for software research, visibility is increasingly shaped by the sources LLMs choose to reference. TrustRadius' focus on long-form, experience-driven reviews has helped position the platform as an authoritative source within AI-driven discovery.

Data from AI search analysis shows that TrustRadius content is actively accessed and leveraged by major AI systems. Millions of crawl requests each month from platforms such as ChatGPT, Google, Meta, and Perplexity signal sustained engagement with TrustRadius as a source of credible information. In addition, more than 105,000 daily requests from ChatGPT alone are driven by buyers prompting answers that incorporate TrustRadius content. This highlights the growing role of user reviews in AI-generated insights.

Beyond traffic volume, authority signals reinforce this visibility. TrustRadius ranks among the top review platforms in LLM sentiment and trustworthiness scoring, reflecting the depth and credibility of its content. The platform also maintains a strong share of voice across evaluation stage prompts, particularly in pricing, comparison, and mid-to-deep funnel research queries, where buyers seek detailed guidance. Together, these signals demonstrate a clear shift in how visibility is earned.



How TrustRadius Drives AI Discoverability for Vendors

As AI reshapes how buyers research technology, visibility increasingly depends on aligning content with the questions buyers ask within AI tools. [TrustRadius approaches this through Generative Engine Optimization \(GEO\)](#), focusing on relevance, authority, and structured user voice.

The framework starts by identifying buyer questions through AI search insights and prompt-level analysis. From there, TrustRadius drives targeted user-generated content designed to capture real use cases and meaningful comparisons. Finally, this content is transformed into AI-optimized pages that support both human readers and LLMs, helping ensure vendors are accurately represented during evaluation and decision-making.

Where TrustRadius Helps Buyers in AI Discovery

Mid Funnel Prompts

During the evaluation stage, buyers ask AI tools more specific questions, such as product alternatives, feature comparisons, or role-based recommendations. These prompts require greater context and nuance, leading AI systems to rely on structured user-generated content (UGC). TrustRadius' long-form reviews and detailed product pages provide the depth that AI tools use to generate balanced answers, making the platform a frequent source during mid-funnel research.

Is Usertesting good for companies under 100 employees?

👍 When UserTesting works well for sub-100 employee companies

Even though many reviews come from larger orgs, the platform itself is not enterprise only. Some reviewers explicitly say it works for both early stage and mature companies.

One TrustRadius reviewer said UserTesting is a good fit whether you are a "beginner company or well established one" if you want fast research insights. TrustRadius

1. Fast feedback without building a research team

Small companies benefit because:

- you can recruit testers instantly
- you get video feedback and transcripts
- no need to build your own research panel

Pricing and Comparison Queries

Visibility becomes stronger when buyers shift their focus toward pricing information and side-by-side product comparisons. AI-generated answers often pull from TrustRadius content to summarize real-world experiences, highlight trade-offs, and surface insights that extend beyond vendor messaging. These evaluation-stage prompts require credible third-party perspectives, reinforcing TrustRadius' authority in AI-driven comparisons and pricing discussions.

Pricing and Value Perception

KnowBe4 pricing sentiment tends to be framed as predictable per seat subscription value, with buyers weighing the platform's content breadth and campaign functionality against budget and user count. Review language often centers on "good value for the price" when the org actively runs phishing and training programs, and less positive sentiment when the tool is underutilized. KnowBe4 +1

Defender for Endpoint value sentiment is frequently tied to Microsoft licensing context. Buyers often describe it as cost effective when it is already included or when their organization is on the "right" Microsoft 365 tier, and more expensive or harder to justify when licensing add ons are required to reach the feature set they expected. TrustRadius +1

	KnowBe4 Security Awareness Training	Microsoft Defender for Endpoint
+ Add Product	Request a Demo	Free Trial
Product Summary	KnowBe4 is a security awareness and compliance training and simulated social engineering product. It is used by organizations worldwide to strengthen their security culture and reduce human risk. The product includes a comprehensive suite of awareness and compliance training, real-time user coaching, AI-powered simulated social engineering, crowdsourced anti-phishing defense and an AI suite that enhances human risk management through personalized training and automation. With...	Microsoft Defender for Endpoint (formerly Microsoft Defender ATP) is a holistic, cloud delivered endpoint security solution that includes risk-based vulnerability management and assessment, attack surface reduction, behavioral based and cloud-powered next generation protection, endpoint detection and response (EDR), automatic investigation and remediation, managed hunting services, rich APIs, and unified security management.
Starting Price	\$0.95 per month (billed annually) per seat	\$2.50 per user/per month
Pricing		
Editions & Modules	\$0.95 per month (billed annually) per seat Silver	\$2.50 per user/per month Academic
	\$1.10 per month (billed annually) per seat Gold	\$5.20 per user/per month Standalone

Deep Evaluation Stage

When buyers reach the final stages of research, their prompts become more specific and decision-oriented. Questions about implementation, product limitations, or fit for a particular use case signal high purchase intent. At this stage, content on TrustRadius frequently appears because long-form reviews provide the practical detail AI systems need to generate reliable guidance. Rather than appearing only at the top of the funnel, TrustRadius brings your brand to AI outputs when buyers are closest to making a purchase decision.

	Figma	Miro
Rating	TR Score 9.0 out of 10	TR Score 9.1 out of 10
Most Used By	N/A	N/A
Product Summary	Figma, headquartered in San Francisco, offers their collaborative design and prototyping application to support digital product and UI development.	Miro is the AI Innovation Workspace that brings teams and AI together to plan, co-create, and build the next big thing, faster. With the canvas as the prompt, Miro's collaborative AI workflows keep teams in the flow of work, scale shifts in ways of working, and drive organization-wide transformation.
Starting Price	\$15 per month per editor	\$10 per month per user
Pricing		
Editions & Modules	\$144 per year Professional	\$540 per year Organization

Thought for 53s >

How mid market reviewers describe the real difference

Reviewers usually treat Miro as a shared workspace for discovery and alignment. Think workshops, planning, mapping, and getting a lot of non designers to participate quickly. On TrustRadius, a common pain point is what happens when boards get big, because people get lost and it is hard to find the right area again. [TrustRadius +1](#)

Onboarding complexity in mid market teams

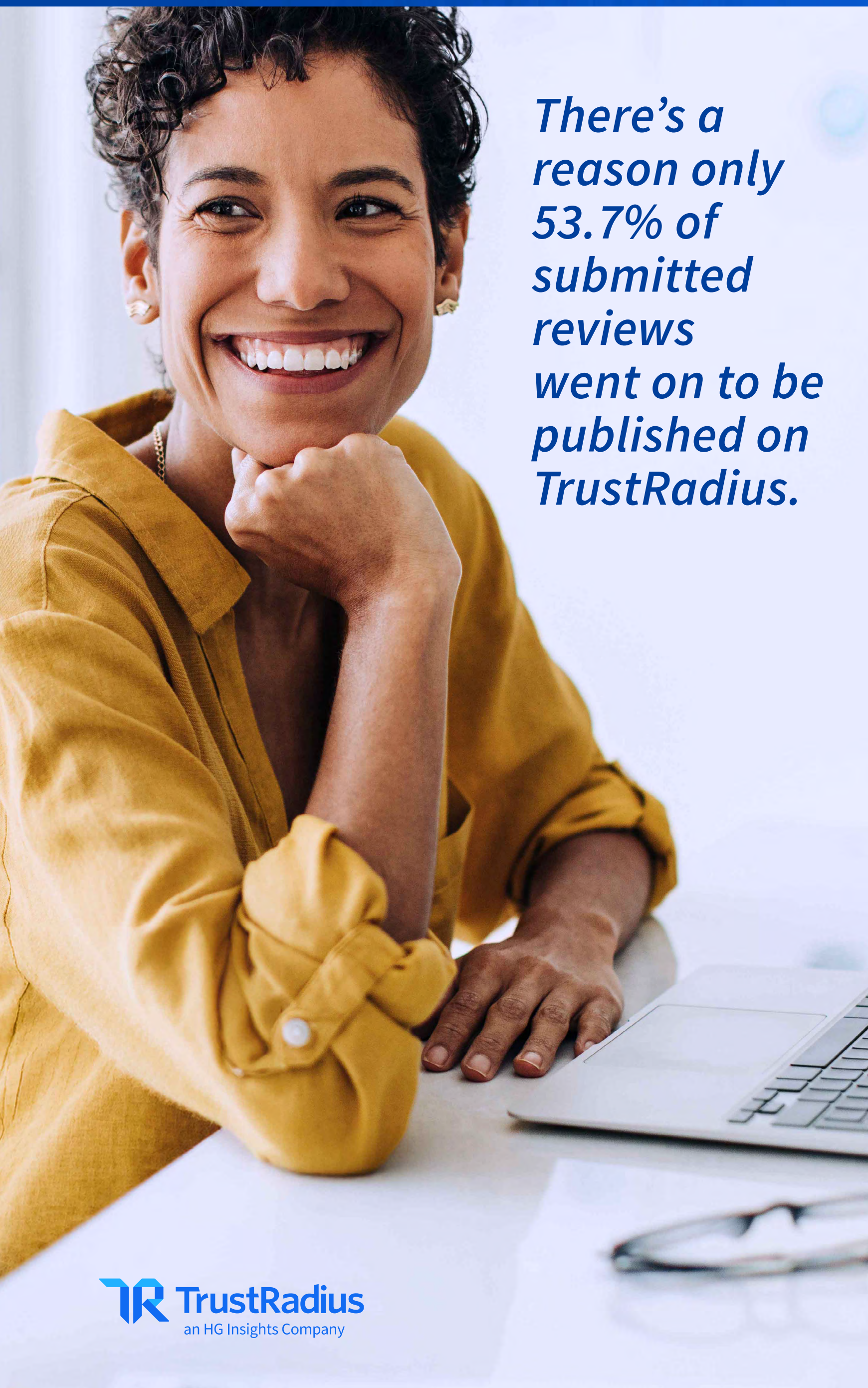
Miro onboarding is usually easy for basic use and harder for consistent, scalable use. Reviewers often say it is extremely useful once you get used to it, but not intuitive at first. [TrustRadius +1](#) The mid market challenge is that you are onboarding many occasional users, not just power users, so you may need internal templates, naming conventions, and a lightweight governance model earlier than you expect.

Figma onboarding is usually easy for designers and harder for mixed audiences. Reviewers mention a learning curve, even while saying it is powerful and intuitive once learned. [TrustRadius](#) In mid market companies, the friction point is often the jump from "design tool" to "system of record," meaning libraries, components, and permissions need owner discipline or the team ends up with duplicated components and inconsistent patterns.

What reviewers wish they knew before buying

For Miro, reviewers often wish they had planned for governance earlier. They expected "a whiteboard," then discovered that without naming conventions, templates, and a strategy for how boards are organized and searched, the workspace gets messy fast, especially once boards get large. [TrustRadius +2](#) They also wish they had tested performance with their real board size and artifact types before rolling it out broadly. [G2 +1](#)

For Figma, reviewers often wish they had clarified roles and workflows upfront. They expected design collaboration, then discovered that developer handoff and stakeholder consumption can still be confusing unless you standardize where specs live and how people are supposed to review and comment. [TrustRadius](#) They also wish they had pressure tested large file performance on their real projects. [G2](#) And some teams wish they had set expectations about support, because tickets can be slower for complex issues. [G2](#)



There's a reason only 53.7% of submitted reviews went on to be published on TrustRadius.

Trust Over Convenience Creates Confident Buyers

Have you ever looked at two reviews and instantly known which one you trust more? One might simply say, “It works. It’s fine.” Another describes real outcomes, minor frustrations, and how a product fits into a user’s day-to-day workflow. One checks a box. The other builds confidence.

In an AI-driven world, that difference matters more than ever. While some platforms smooth or rewrite user feedback to sound more polished, TrustRadius prioritizes authentic human voices. Real phrasing, specific details, and honest perspectives create stronger signals for both buyers and LLMs. When reviews remain grounded in genuine user experience, they provide a level of depth that AI cannot easily replicate or replace.

Sometimes a review is returned to the user for more context before publishing. But, all too often, reviews are rejected for inauthenticity. Taking this approach is not only about quality. It is also about compliance and integrity. Presenting AI-edited testimonials as human experiences introduces ethical and regulatory risk. By preserving a clear chain of authorship from reviewer to reader, TrustRadius maintains transparency while reinforcing trust with buyers who rely on credible peer insight.

Authenticity has always been the foundation of review quality. In the age of AI, it becomes a competitive advantage. Human voice over automated smoothing. Original experience over optimized phrasing. Trust over convenience.

UPDATED MARCH 03, 2025

Cisco Catalyst IR1100 Rugged Series Routers Save

Verified User
Employee in Information Technology
Telecommunications Company, 201-500 employees

★★★★★ Score 10 out of 10 Vetted Review Verified User Incentivized

Software Version:
IR 900 Series

Overall Satisfaction with Cisco Catalyst IR1100 Rugged Series Routers

Use Cases and Deployment Scope

Well it's mostly used because it's a Rugged ISE Router. It's mostly used in smaller remote sites, not in an office environment. Generally it's utility company, so they're in car stations and substations and so on. So it's sort of harsher environments don't have normal office temperatures.

Pros and Cons

Pros	Cons
<p>Well I think we particularly find it was useful because as well as providing traditional networking to the better nets IP connections, it also has modules that support things like digital connections, which you used for various security systems. And then like I mentioned for asynchronous serial, which we use for managing various industrial control scatter type systems. So that was why we picked this particular model.</p>	<p>I'm trying to think of any, I mean to be honest, us it's actually quite an ideal product. I think possibly an extra onboard SFP port would be quite useful with some scenarios where we need a WAN and the LAN fiber connection and that would be quite useful. At the moment we have to buy an extra module for that. So I guess that would be the only improvement I suggest really.</p>

Alternatives Considered

We did actually look at several other vendors to rugged com and there was another company, to be honest. I mean their hardware was actually quite similar, but it was mostly actually the software that was the problem. Cisco's is very reliable, very well tested. It's been used for so many decades, but you know exactly what it does and it works perfectly. Testing the other companies, there were always little problems like multiple DM VP NM tunnels from single device multiple BGP pairings within a single VRF problem for some of them. So it really was actually down to Cisco's software That was actually the deciding factor in choosing Cisco in this case. Like I said I mentioned before, it actually is a model that's really suitable for the particular environment we use it in. It certainly allowed us to win some work with quite a large company cause it's offers quite a high level of performance. I mean multiple hundred megs per second performance, but quite a reasonable price point. I think it comes to quite 2000 points per device. It's a lot less than the previous a SR routers that are being used in this environment. It's very flexible too in that it supports DC and AC power supplies, which is great for electricity substation, power station kind environment. So it's definitely lowered the cost per site as well as reducing the number of boxes because it has built in things like digital connections, like asynchronous serial ports, fewer devices, fewer devices to manage less support costs. So it really is definitely suitable device for that type scenario.

What Makes LLMs Recognize a Review as High Quality and Trustworthy?

Specific Use Cases - High-quality reviews explain how a product is used in real-world situations. Clear examples of workflows and outcomes help buyers understand relevance while providing stronger contextual signals for AI systems.

Role Relevance - Trusted reviews connect feedback to the reviewer's role and responsibilities. Knowing who is speaking adds credibility and helps buyers interpret the insight correctly.

Detailed Feedback - Depth builds buyer confidence. Balanced feedback about strengths, limitations, and real-world experiences transforms a review into meaningful guidance rather than a simple opinion.



Human Moderation of People and Reviews at TrustRadius

TrustRadius' strict moderation process is designed to protect authenticity at every stage of the review lifecycle. The process begins with reviewer verification, ensuring contributors are real professionals with legitimate experience and a credible connection to the products they evaluate. Identity signals, such as business email validation and LinkedIn verification, help establish trust before any review is published.

Human review remains a critical layer in this process. Experienced moderation specialists evaluate each submission for clarity, relevance, and integrity, looking beyond keywords to understand whether feedback reflects genuine use. This hands-on approach ensures reviews maintain the depth and balance that buyers expect.

Alongside human expertise, behavioral analysis helps identify patterns that may indicate low quality or fraudulent activity. Signals related to writing behavior, reviewer history, and submission trends allow TrustRadius to detect issues that automated systems alone might miss.

Moderation is not a single checkpoint. It is an ongoing process that evolves as technology and buyer expectations change. By combining people and technology, TrustRadius preserves the integrity of its reviews and reinforces the trust that both buyers and AI systems rely on.

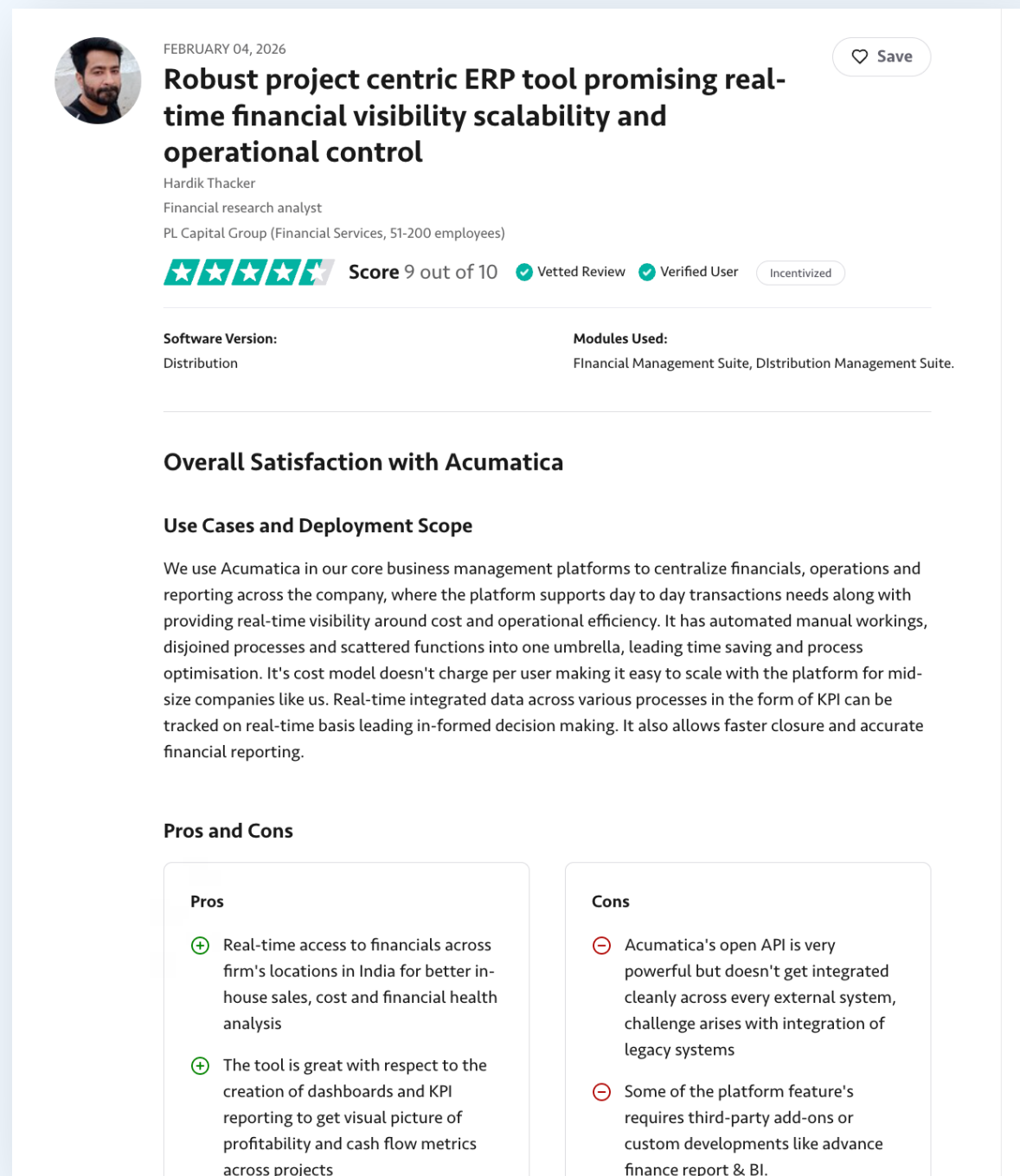
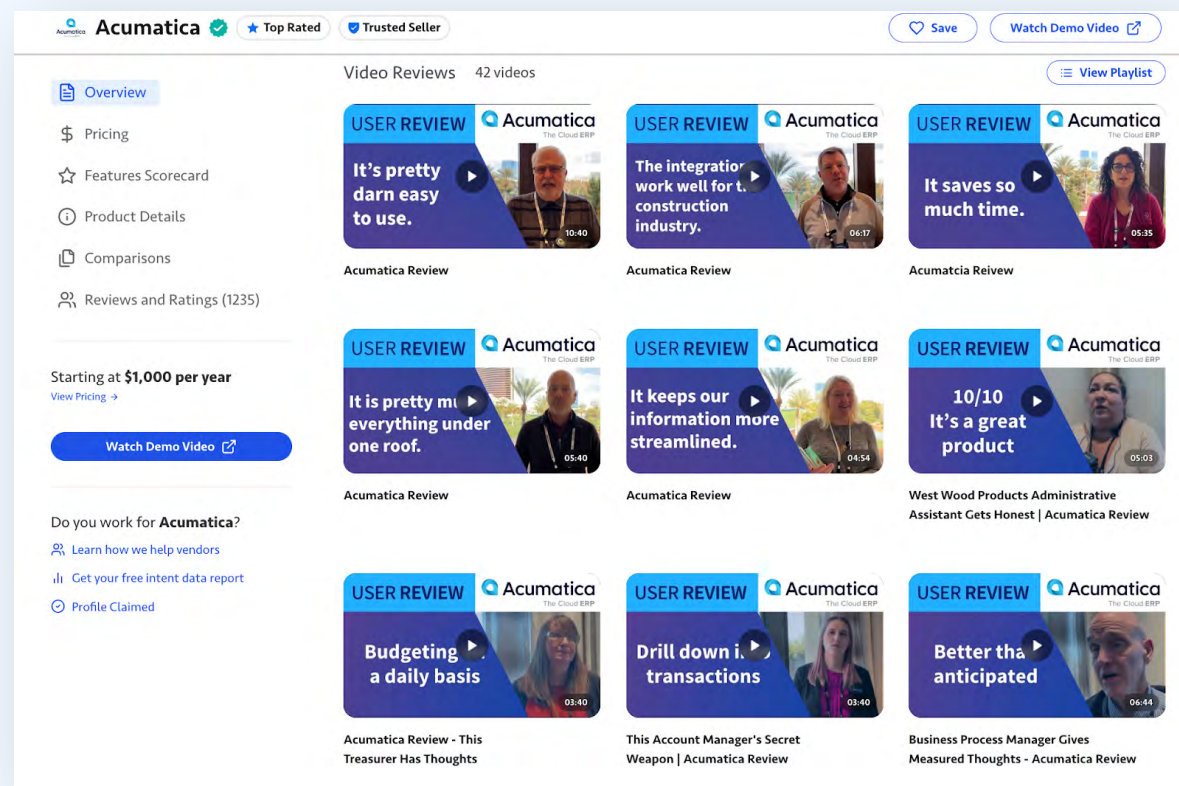


Moderation in the AI Era

As AI becomes more accessible, maintaining the integrity of user-generated content requires clearer standards than ever before. TrustRadius does not permit AI-authored reviews because AI lacks firsthand experience and may misrepresent a reviewer's genuine perspective. Reviews are intended to reflect real usage, not generated summaries or assisted opinions.

This approach is also shaped by evolving regulatory guidance. [The Federal Trade Commission](#) has emphasized that testimonials presented as genuine customer feedback must be truthful and not misleading. Allowing AI-generated content to appear as personal experience introduces legal and ethical risk for both vendors and review platforms. By maintaining a strict stance on authorship, TrustRadius protects buyers, reviewers, and customers from potential compliance issues.

Beyond compliance, the decision is rooted in integrity. Authentic reviews create stronger signals of trust, preserve individual voice, and ensure that feedback remains grounded in real outcomes. This philosophy builds on TrustRadius' longstanding commitment to ethical moderation practices, reinforcing the same principles that have guided review quality standards in past reports while adapting them for an AI-driven landscape.



Driving Relevant UGC in the LLM Era

As AI tools become a primary channel for researching software, how reviews are generated matters as much as the number of reviews collected. TrustRadius focuses on driving relevant user-generated content that answers real buyer questions and supports AI-driven discovery.

This begins with custom review questions designed to capture deeper insight, not just surface-level feedback. By guiding reviewers to share specific workflows, challenges, and outcomes, TrustRadius helps create content that reflects authentic experience and aligns with the prompts buyers ask AI tools.

Deep interviews and video reviews add another layer of context. Conversational formats encourage richer storytelling and more detailed explanations, resulting in long-form content that carries stronger authority signals. These narratives help shape how products are represented in AI-generated answers, ensuring that real customer voice remains at the center of discovery.

By combining thoughtful question design, in-depth interviews, and narrative-driven reviews, TrustRadius connects review generation directly to measurable AI outcomes, turning user feedback into a strategic asset for modern research journeys.

TrustRadius in the Modern Buyer Journey

The way buyers research technology continues to evolve, but the need for credible, experience-driven insight remains constant. TrustRadius supports every stage of the modern buyer journey, helping transform discovery into confident decisions.

During discovery, long-form reviews provide context that helps buyers understand how products fit real-world needs. As research moves into evaluation, detailed feedback and role-specific perspectives allow buyers

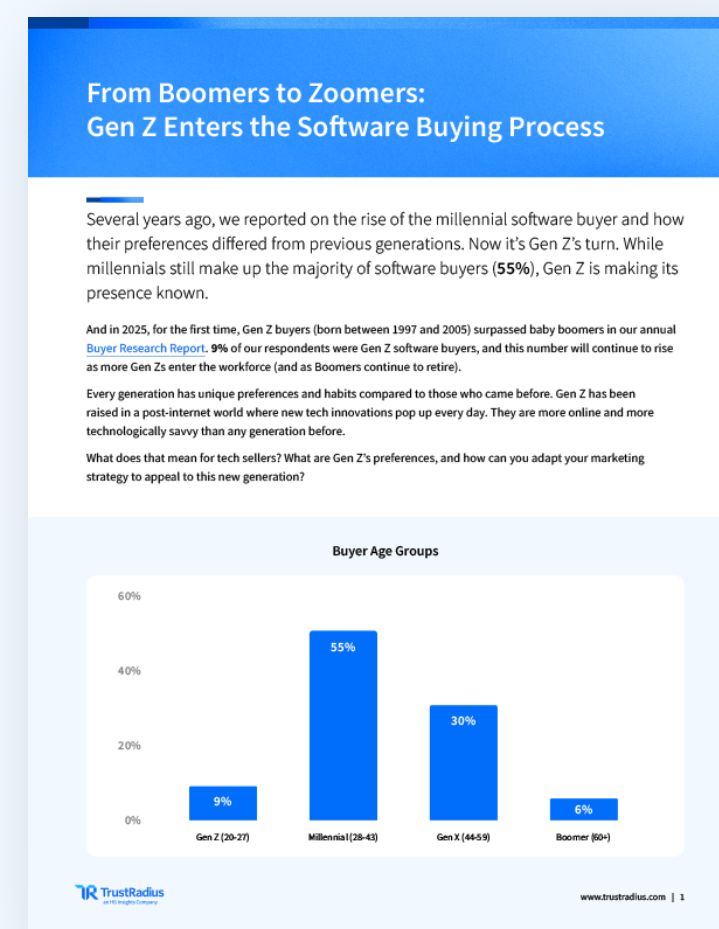
to compare options with greater clarity. When buyers reach selection, in-depth reviews offer the nuance and practical insight needed to validate a final choice.

Across each stage, long-form user voice plays a central role. Authentic reviews do more than influence early awareness. They guide deeper evaluation, strengthen trust, and help buyers move forward with confidence in an AI-driven research landscape.

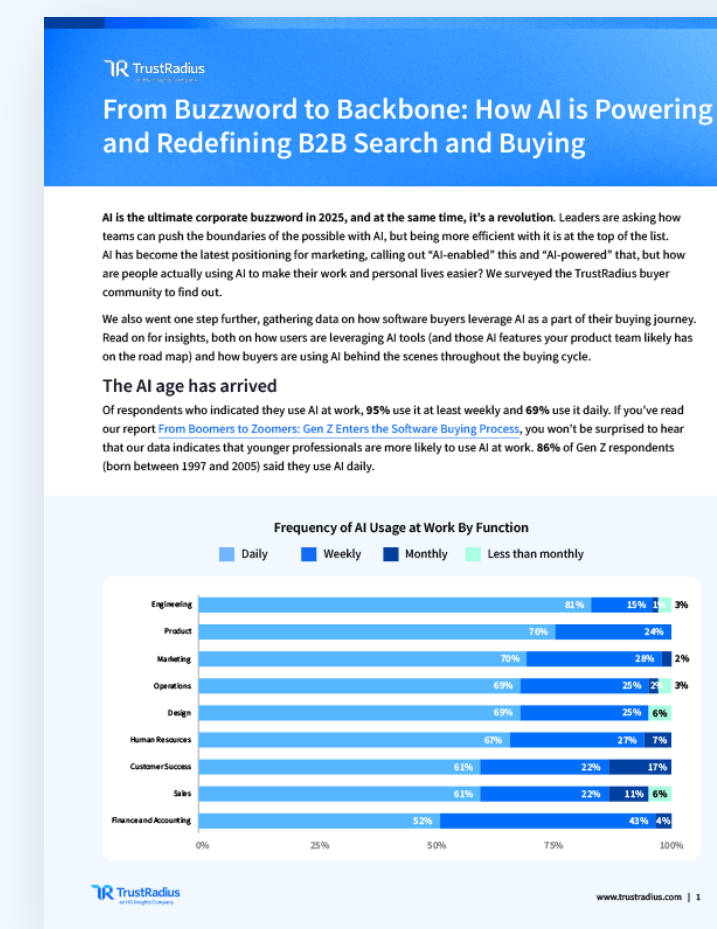
Other reports to consider



The IT Spend Report:
The Ultimate B2B Market Forecast for 2026



From Boomers to Zoomers:
Gen Z Enters the Software Buying Process



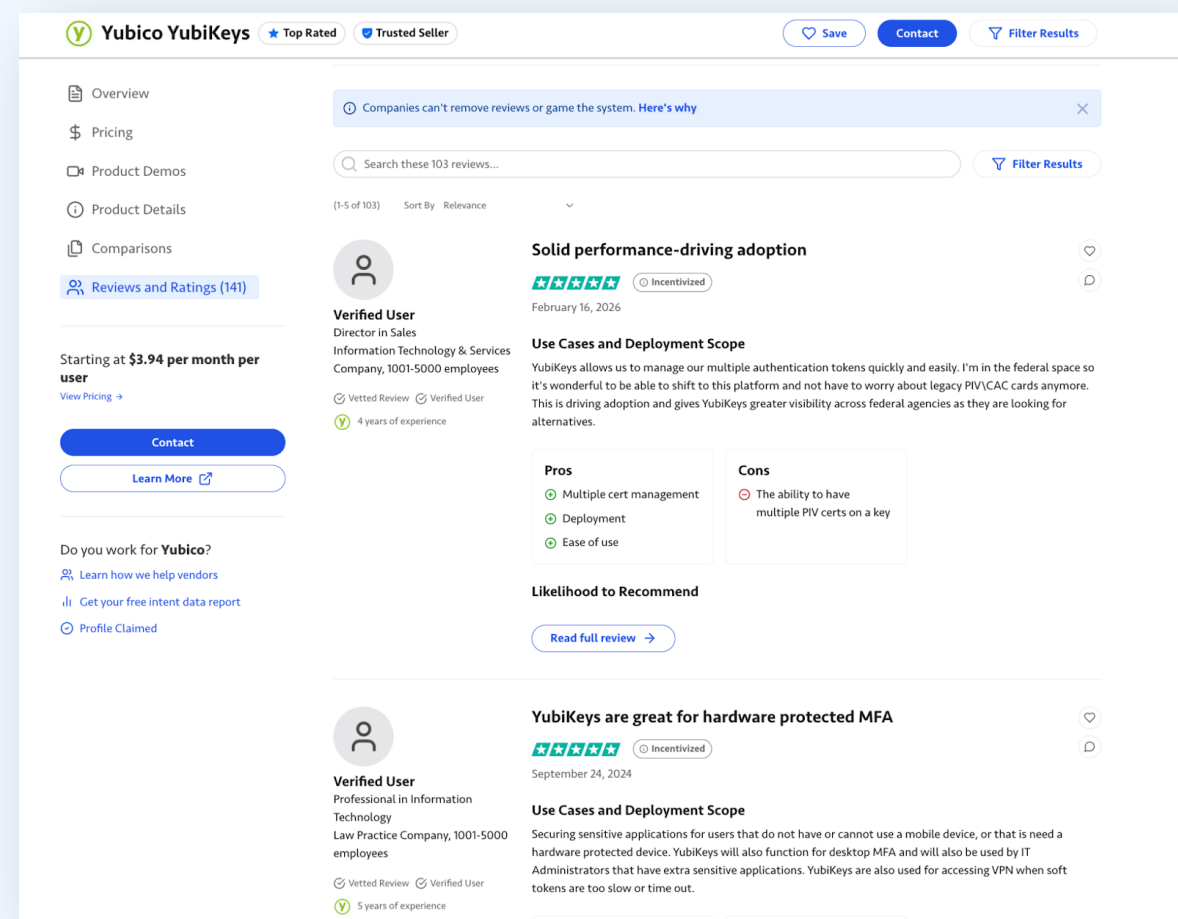
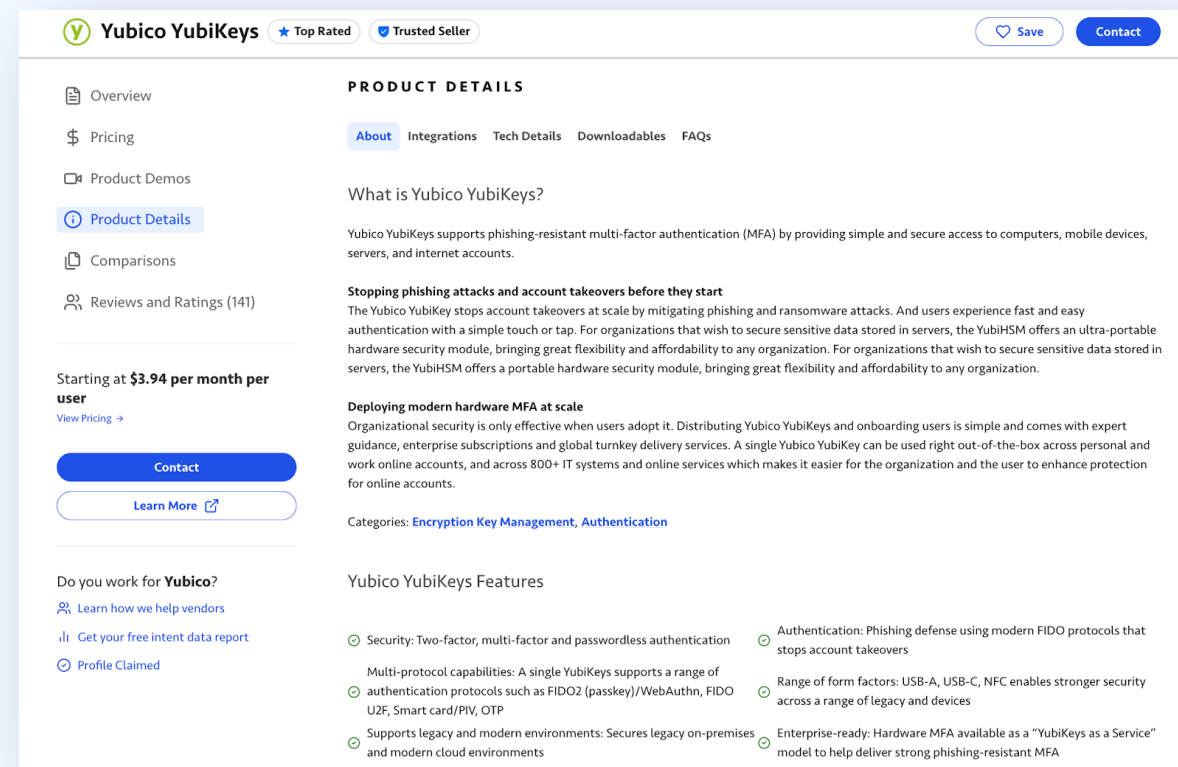
From Buzzword to Backbone:
How AI is Powering and Redefining B2B Search and Buying

The Future of Review Quality

AI is transforming how information is discovered, compared, and summarized across digital research journeys. As generated answers become more common, buyers will encounter faster insights and shorter pathways to evaluation. But, while AI can surface themes and condense information, it cannot replace the depth that comes from real human experience. Buyers making high-impact decisions still need context, nuance, and a detailed perspective to move forward with confidence.

This shift positions review quality in a new light. Long-form, experience-driven content is no longer just a resource for human readers. It becomes the foundation that LLMs rely on to generate accurate and credible responses. The stronger the source material, the more trustworthy the outcome.

TrustRadius is built on this principle. By prioritizing authentic user voice, rigorous moderation, and detailed feedback, the platform serves as a foundational infrastructure for AI-driven research. Instead of competing with AI, high-quality reviews power it, ensuring that as discovery evolves, buyers continue to receive insight grounded in real experience.





About TrustRadius

TrustRadius, an HG Insights Company, is a buyer intelligence platform for business technology. Through comprehensive product information, in-depth customer insights, and peer reviews, buyers are enabled to make confident decisions. TrustRadius also empowers technology brands to capture and activate the authentic voice of customers, which improves products, buyer trust, and engagement with in-market buyers. TrustRadius was acquired by HG Insights in June 2025.

The data featured in this report comes from real, verified reviewers. Every reviewer is verified by multistep processes to ensure only genuine product reviews surface. Each review is vetted for authenticity and detailed insights by our team before publishing.



About HG Insights

HG Insights is a leader in Revenue Growth Intelligence. We deliver precise, actionable GTM intelligence and AI automation for B2B tech organizations to accelerate revenue growth, improve customer retention, and drive operational efficiency.

Trusted by 95% of the Fortune Tech 500 and progressive technology vendors, HG Insights Revenue Growth Intelligence solutions combine our deep B2B market, account, spend, and buyer intent data, a customer's first-party data, and AI-powered GTM workflows. [Learn more at hginsights.com](https://www.hginsights.com).

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