

Peer review email template

Peer reviews provide valuable customer feedback that is shared publicly on a third-party review site and can be used to influence market perception and more.

There are many ways to run a review campaign and one of these options is an email campaign to your customers is one of these. If you choose to use an email campaign, the below template will come in handy.

Hi [name],

As one of our best customers, I'm reaching out for your help in writing a review about XXX on Gartner Peer Insights. Your review will be critical in impacting our company's placement on an upcoming Gartner Magic Quadrant that will be published on MM/DD/YYYY.

Could you please take a few minutes out of your day today to write a review on your experience using our solution. Also, if you are one of the first 25 individuals to complete the review, you will receive a \$25 gift card from Gartner as a thank you.

Here are the steps to follow to complete your review. Please let me know if you have any questions.

- Step 1
- Step 2
- Step 3

Thanks,

[Your name]
