



HubSpot

# 25 Testimonial Page Examples

Gain more inspiration for your company website's testimonial page from this list of 25 awesome examples.





# Introduction

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Your testimonial page is an excellent opportunity to convince website visitors of the merits of your organization, your product(s), and/or your service(s).

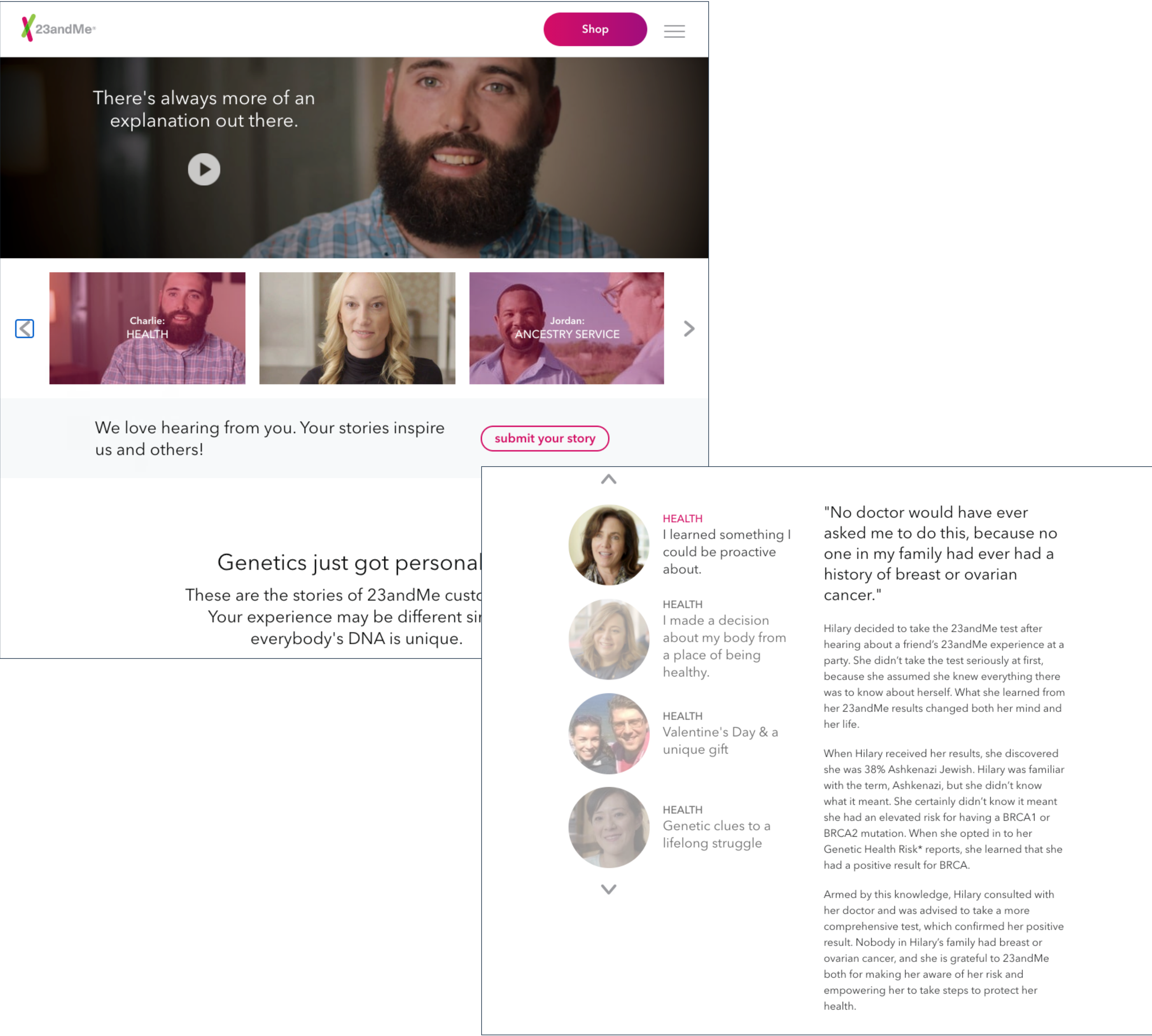
In this ebook, we've highlighted what we believe are 25 stellar examples of real testimonial pages, in addition to what we hope you'll take away from them.

Once you've become sufficiently inspired, head over to [this blog post](#) for actionable tips and additional examples for building your own testimonial page.



# 23andMe

Testimonial Page URL: <https://www.23andme.com/stories/>



23andMe’s customer stories page showcases the many reasons why someone may want to use the service – from health, to research, to ancestry service. The story headlines highlight positive results from the service, such as “Son finds 80-year-old dad.” Before these detailed stories is a collection of videos, exemplifying the personal nature of the results of 23andMe’s services.



# 7shifts

Testimonial Page URL: <https://www.7shifts.com/reviews>



Platform

Pricing

Integrations

Customers

Resources

Request demo

Start my free trial

Login

7shifts Reviews

We think 7shifts is the best restaurant scheduling software on the market. But don't take our word for it. Check out some of the reviews we've received from real restaurateurs and industry experts.

Enter your email

Start my free trial

★★★★★

Smoothie King

Coppell, TX

In one month of using 7shifts, all three of my locations have dropped their labor by 5-7%. The three locations used to spend upwards of 25% total on labor. Now we are [at] 15% and below on labor spending.

Mackenzie Rautanen | Area Supervisor

★★★★★

Burrito Boyz

Ontario, CA

[The franchisees] are building better schedules faster than ever, and it's helped them streamline communication with their teams. They have seen the labor savings. They've seen the time and efficiency savings. It's just helping them run their restaurant easier than before because they don't have to focus so much on their labor side of things—they can focus more on running the restaurant.

Aaron Jacobs | Operations Manager

★★★★★

Birdcall

Denver, CO

7shifts has helped us with our labor targets a lot. It's been something we had to improve on as a company. 7shifts does a great job of giving us better eyes on our labor targets with the Budget tool that's built-in. Several of our operations are using it, as forecasting itself takes time and training.

TJ McReynolds | Area Director

Customer Reviews

Hospitality & Industry Reviews

G2Crowd Reviews

★★★★★

Mozzarella Di Bufala Pizzeria

7shifts has amazing support. Couple that with a very easy to use service that frees up a manager's time and you've got a company I have no qualms blurring about. Value your time, use 7shifts!

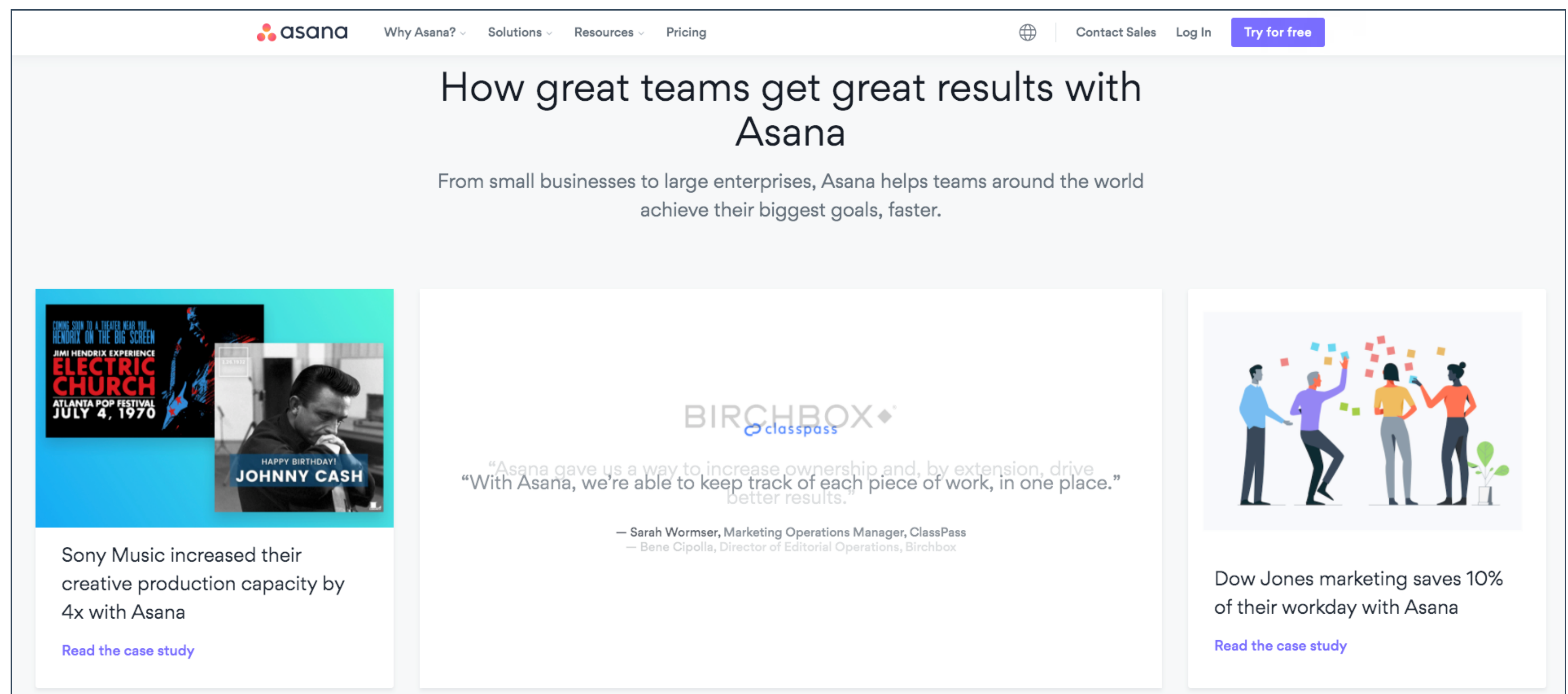
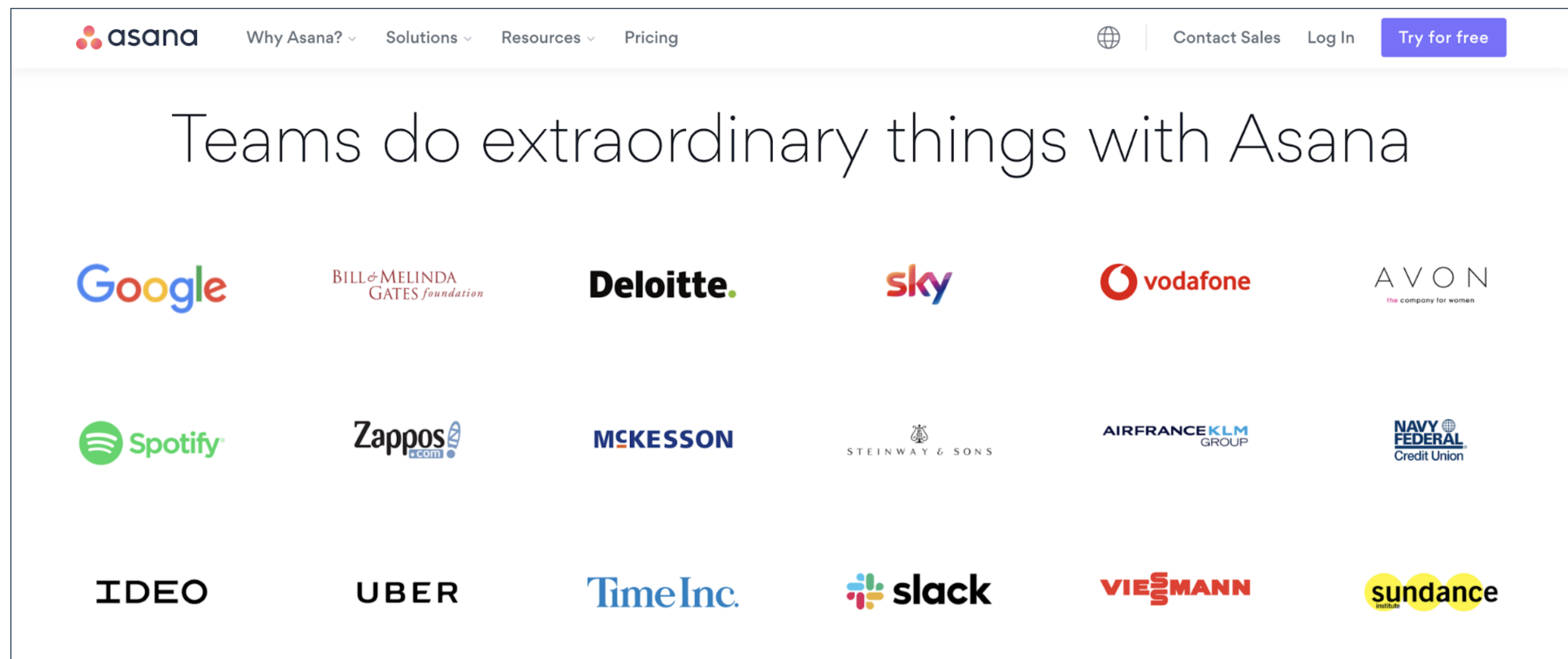
Diogo Martini

The reviews page for restaurant scheduling software 7shifts has it all. Sporting a sleek design, this testimonial page is anchored at the top with a free trial form, immediately followed by multiple five-star reviews that speak to the concrete labor savings from using 7shifts. Below the featured quotes, 7shifts shows off a greater variety of positive reviews broken down into 3 categories: customer, hospitality & industry, and G2Crowd.



# Asana

Testimonial Page URL: <https://asana.com/customers>

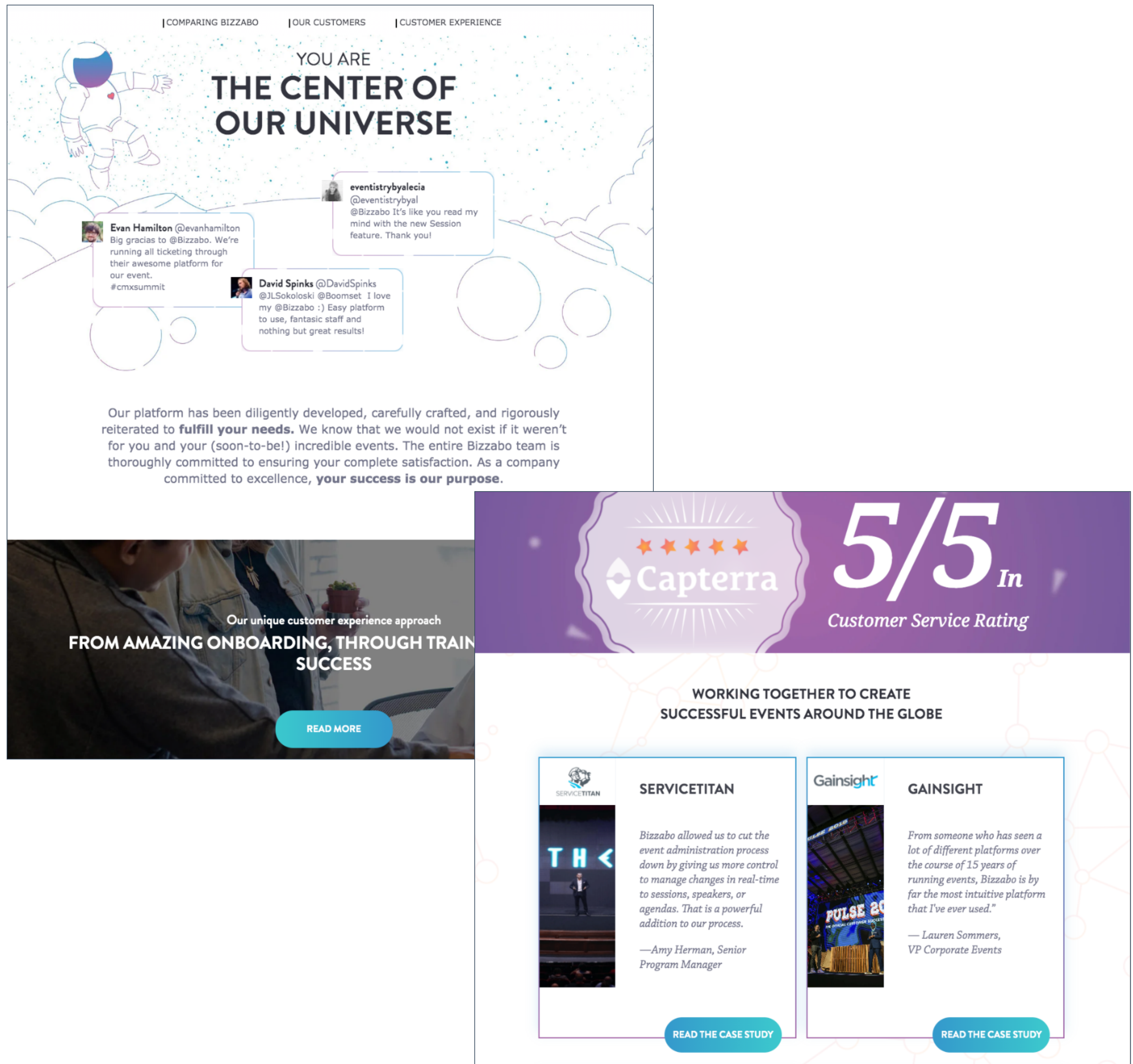


Project management platform Asana has a laundry list of high-profile clients – and it uses that to its advantage. The first thing visitors see is big names like Google, Spotify, and Uber. Below the dozens of recognizable logos are more detailed customer stories from customers like Sony and the Michael J. Fox Foundation for Parkinson’s Research.



# Bizzabo

Testimonial Page URL: <https://www.bizzabo.com/customers>



The screenshot displays the Bizzabo Testimonial Page, which is designed with a user-centric, space-themed aesthetic. The top navigation bar includes links for "COMPARING BIZZABO", "OUR CUSTOMERS", and "CUSTOMER EXPERIENCE". The main heading reads "YOU ARE THE CENTER OF OUR UNIVERSE". Below this, three customer testimonials are featured in a circular, orbital layout. The first testimonial is from Evan Hamilton (@evanhamilton), who praises Bizzabo for its ease of use and the quality of its staff. The second is from eventistrybyalecia (@eventistrybyal), who describes the platform as intuitive and easy to use. The third is from David Spinks (@JLSokoloski @Boomset), who highlights the platform's ease of use and the quality of its staff. A paragraph below the testimonials states: "Our platform has been diligently developed, carefully crafted, and rigorously reiterated to **fulfill your needs**. We know that we would not exist if it weren't for you and your (soon-to-be!) incredible events. The entire Bizzabo team is thoroughly committed to ensuring your complete satisfaction. As a company committed to excellence, **your success is our purpose**."

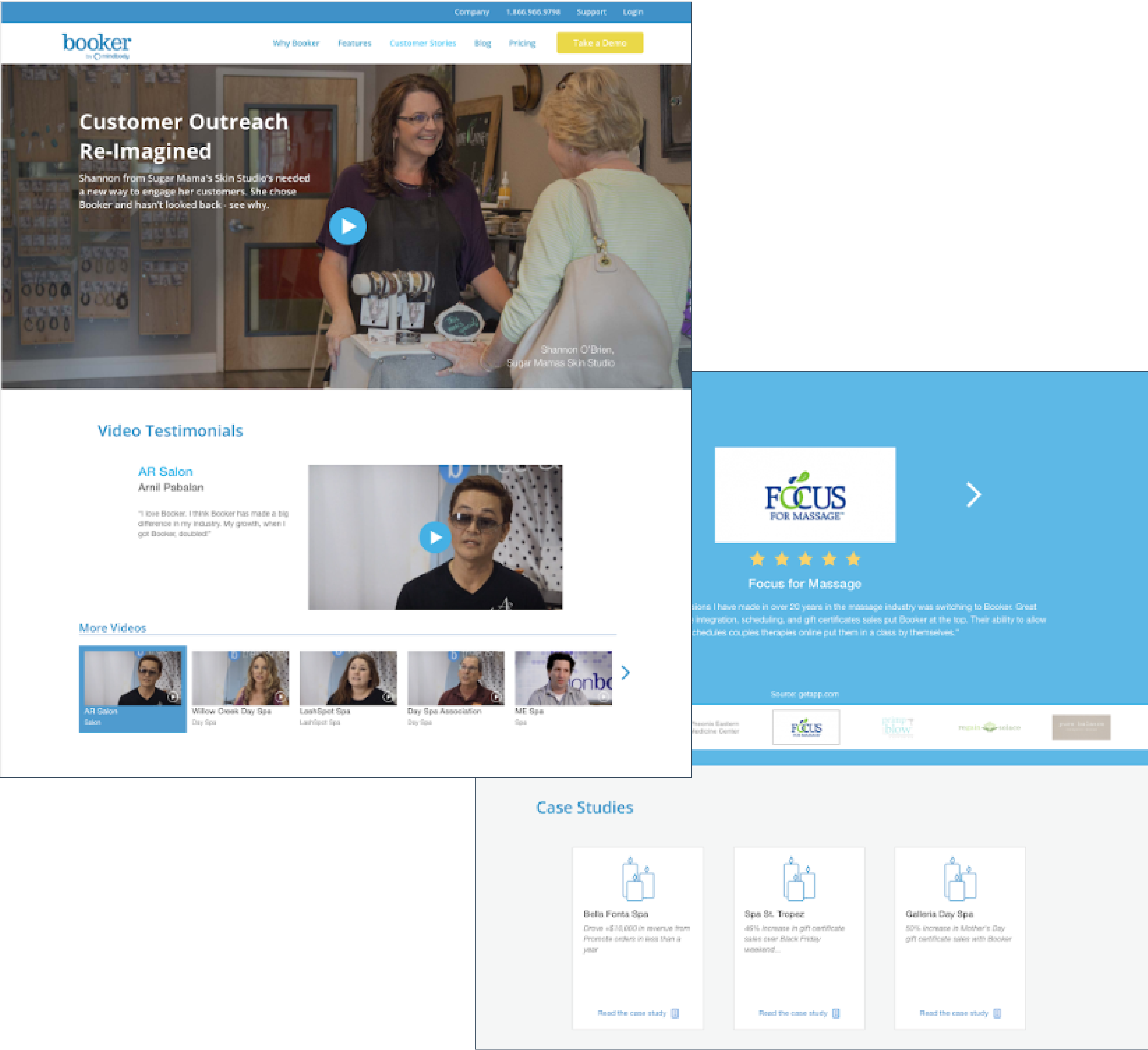
Below the testimonials, there is a section titled "FROM AMAZING ONBOARDING, THROUGH TRAINING SUCCESS" with a "READ MORE" button. To the right, a purple banner displays a "5/5 In Customer Service Rating" badge from Capterra. Below this, a section titled "WORKING TOGETHER TO CREATE SUCCESSFUL EVENTS AROUND THE GLOBE" features two case studies. The first case study is for Servicetitan, featuring a quote from Amy Herman, Senior Program Manager, who states: "Bizzabo allowed us to cut the event administration process down by giving us more control to manage changes in real-time to sessions, speakers, or agendas. That is a powerful addition to our process." The second case study is for Gainsight, featuring a quote from Lauren Sommers, VP Corporate Events, who states: "From someone who has seen a lot of different platforms over the course of 15 years of running events, Bizzabo is by far the most intuitive platform that I've ever used."

Bizzabo, an event success software company, proudly displays tweets from happy customers within the context of this user-centric design. If the copy – “you are the center of our universe” – doesn’t do enough to highlight its commitment to solving for the customer, the case studies below the fold will. Each case study is summarized by a skimmable customer quote but can be expanded to reveal a more in-depth testimonial. The page also features a video testimonial, which helps to ensure there is something for everyone.



# Booker

Testimonial Page URL: <https://www.booker.com/customers>

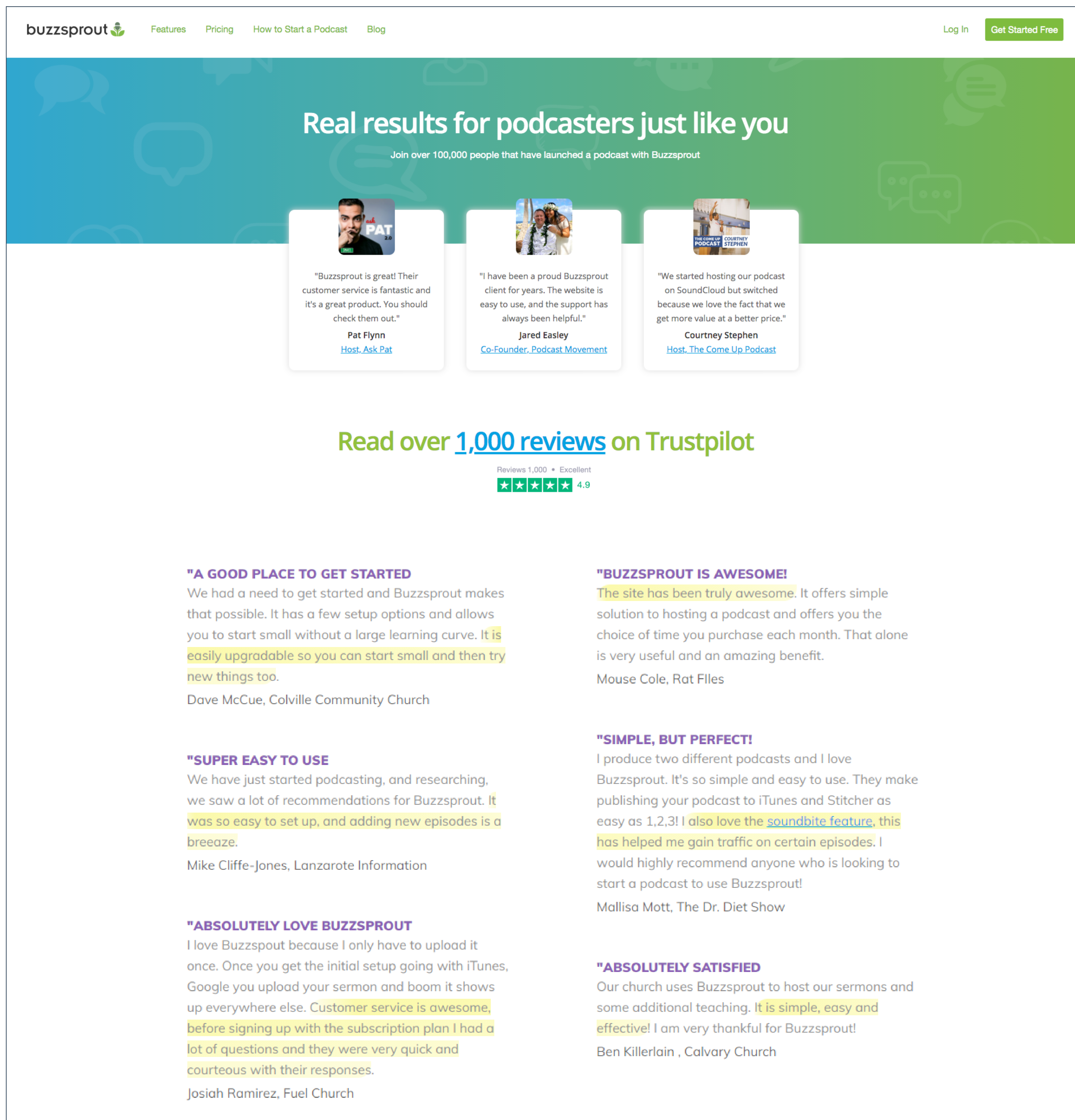


The testimonials on Booker's customer site page take shape in several different formats, providing a variety of options for visitors. Above the fold, visitors will find highly visual video testimonials that are quick to consume – just a minute or two long. Below that, Booker features several 5-star reviews, followed by case studies, and then awards.



# Buzzsprout

Testimonial Page URL: <https://www.buzzsprout.com/reviews>



Podcast hosting service Buzzsprout includes a stream of glowing customer reviews. Rather than throw content on a page, these Capterra-verified reviews feature highlighted sections that call out its ease-of-use and notable features.

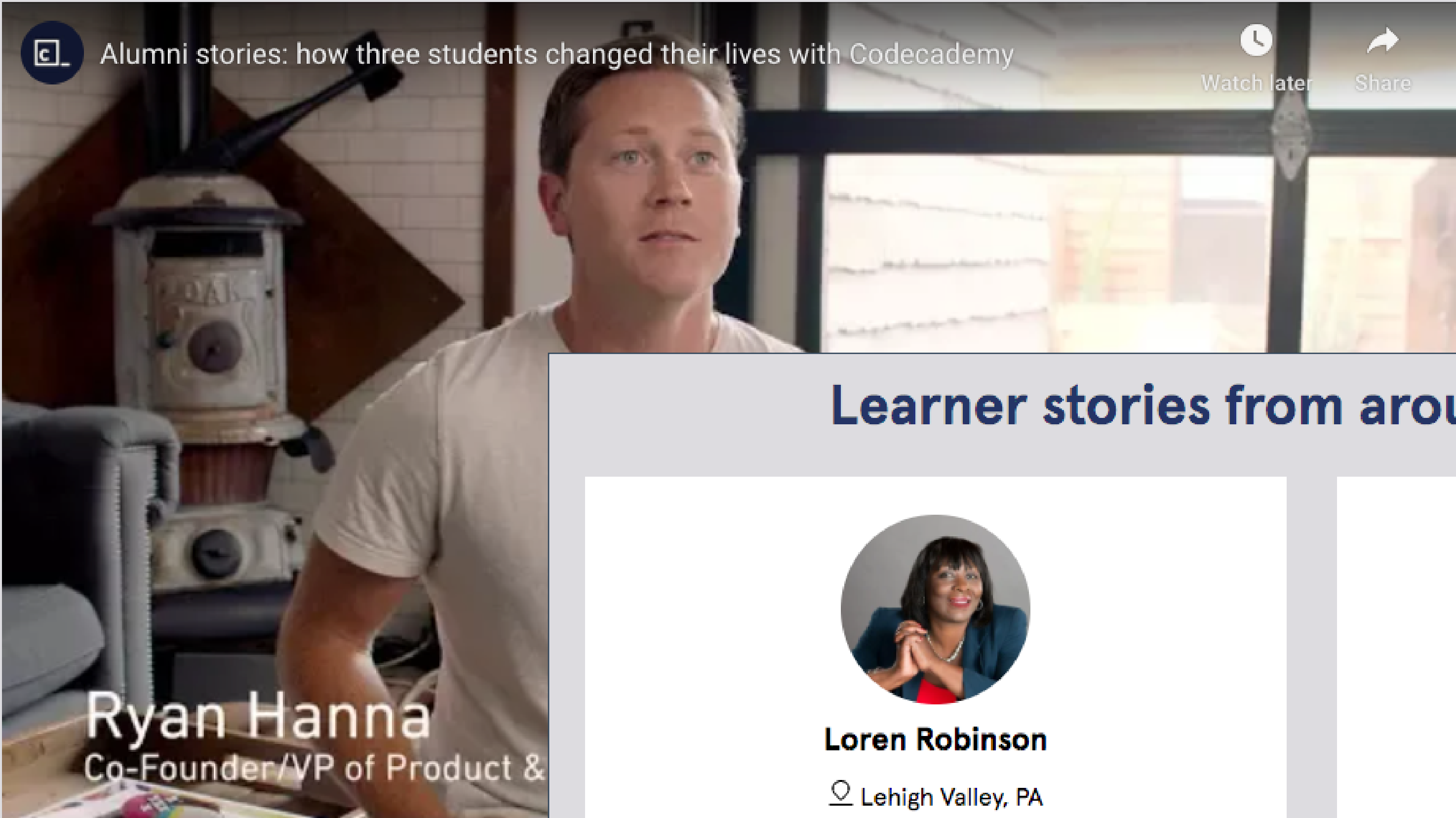


# Codecademy

Testimonial Page URL: <https://www.codecademy.com/stories>




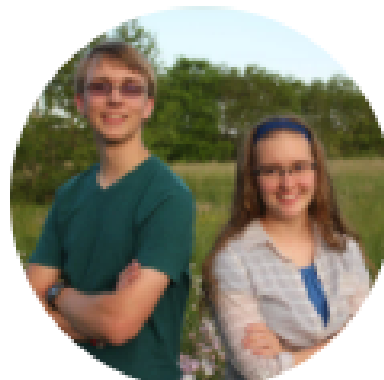
## Codecademy Stories

Stories of people inspired by Codecademy to change their life through coding.



**Ryan Hanna**  
Co-Founder/VP of Product & Marketing

### Learner stories from around the world

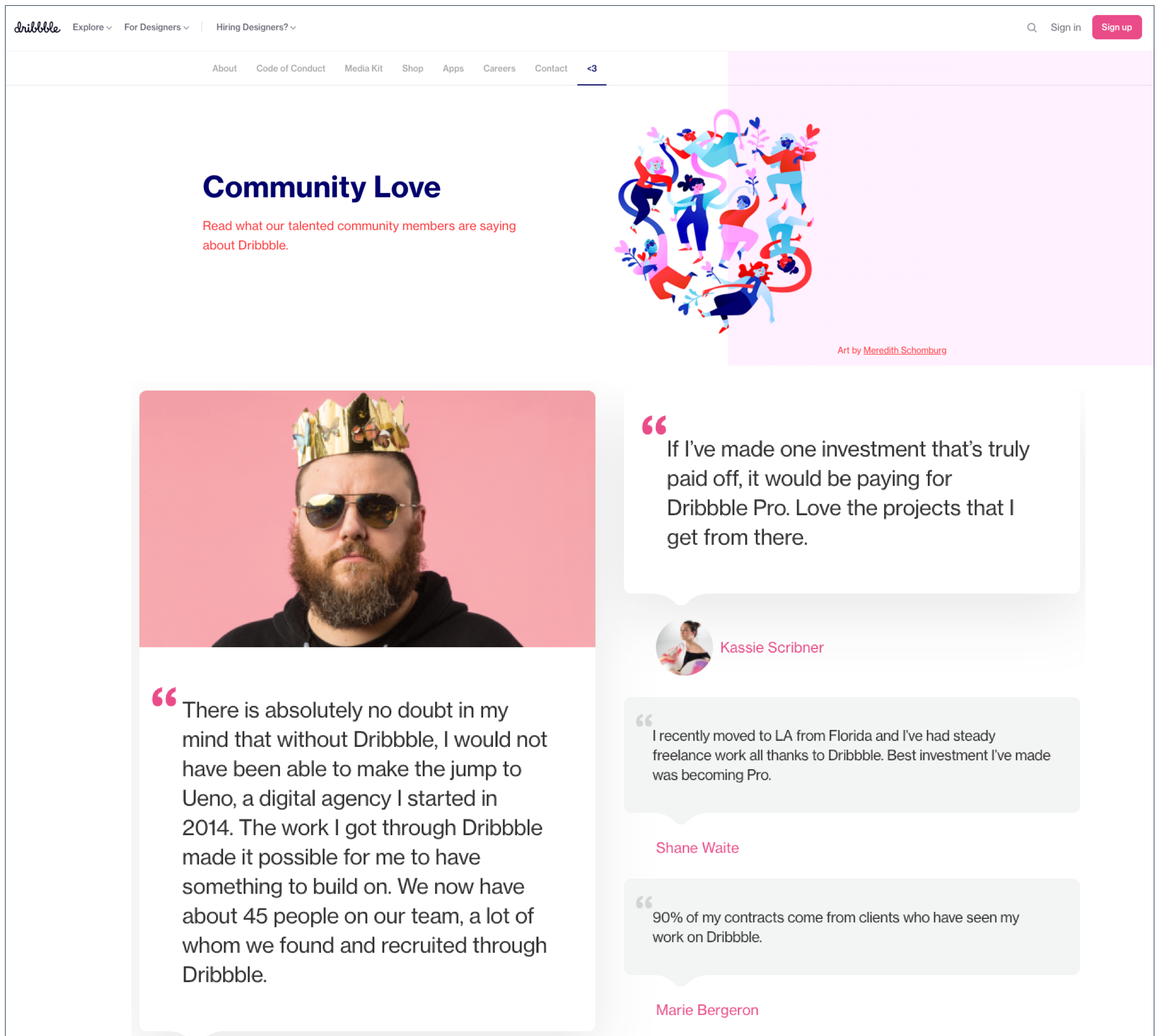
 <p><b>Loren Robinson</b> Lehigh Valley, PA</p> <p><b>Upgrade Small Business Management With Code</b></p>	 <p><b>Akira O'Connor</b> Scotland</p> <p><b>Codecademic Neuroscientist Discovers JavaScript</b></p>
 <p><b>Martha Chumo</b> Kenya</p> <p><b>Code From Kenya</b></p>	 <p><b>Joah Gerstenberg and Haley Higgins</b> Texas</p> <p><b>Teen Duo From Texas Code A Calculator</b></p>

Codecademy's stories page focuses on "people inspired by Codecademy to change its life through coding." Featured above the fold, you'll find a video detailing the experiences of three Codecademy students who got promoted, built rewarding businesses, and leveled up in their careers thanks to the service. Below the video, visitors can explore over a dozen other learner stories, formatted as short interviews.



# Dribbble

Testimonial Page URL: <https://dribbble.com/testimonials>

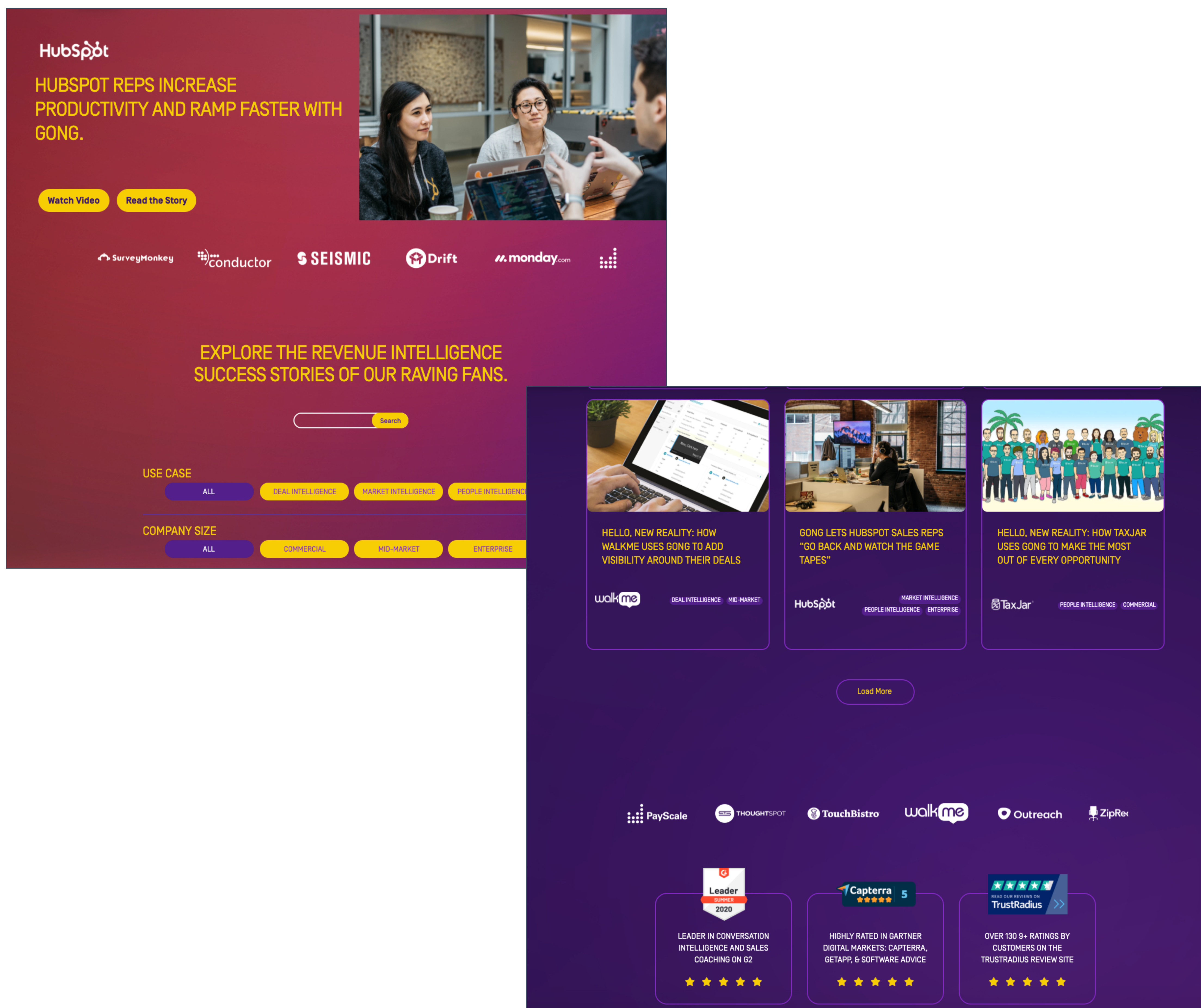


Dribbble's testimonial page strikes a nice balance between text and visuals, helping visitors attach a face to some of the endorsements. The names associated with each quote also link back to the user's Dribbble profile, which provides value and visibility for the user in exchange for their views on the creative online community.



# Gong

Testimonial Page URL: <https://www.gong.io/case-studies/>

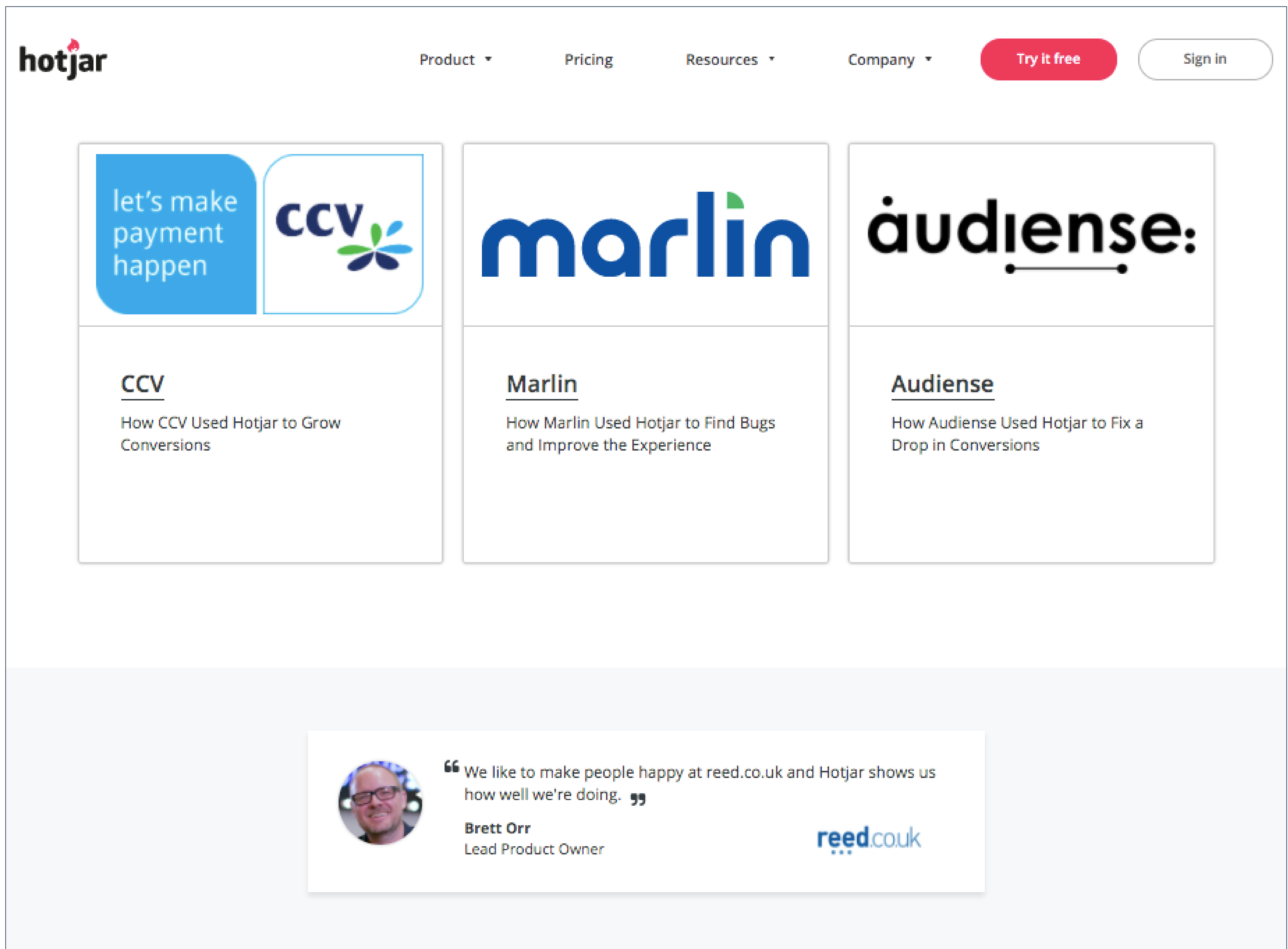


Gong's case studies page boasts notable clientele. This popular sales tool is being used by tons of companies to help sales teams work more efficiently. A notable feature is that users have the choice to either watch a video or read an article about the leading case study. Also, users can filter their search for a particular case study by use case or company size. There are also specific tags that easily call out the highlights of the listed case studies.



# Hotjar

Testimonial Page URL: <https://www.hotjar.com/customers/>

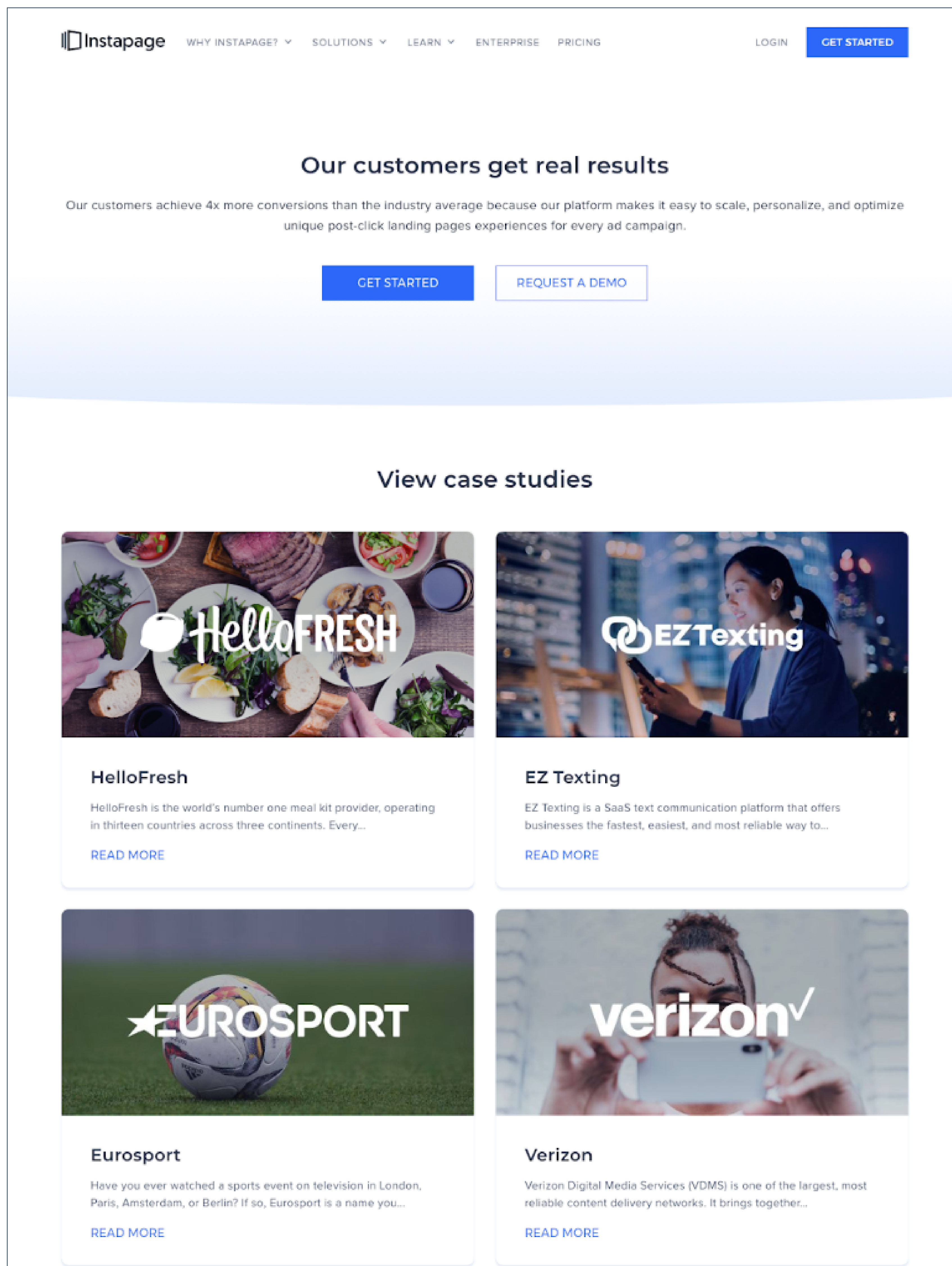


Hotjar, a website analytics tool, pairs in-depth case studies with short testimonial quotes to create a balanced page. The testimonial quotes are paired with images of the users to increase credibility. These short quotes are also featured within the case studies to provide quick highlights for those that might be scanning the page quickly.



# Instapage

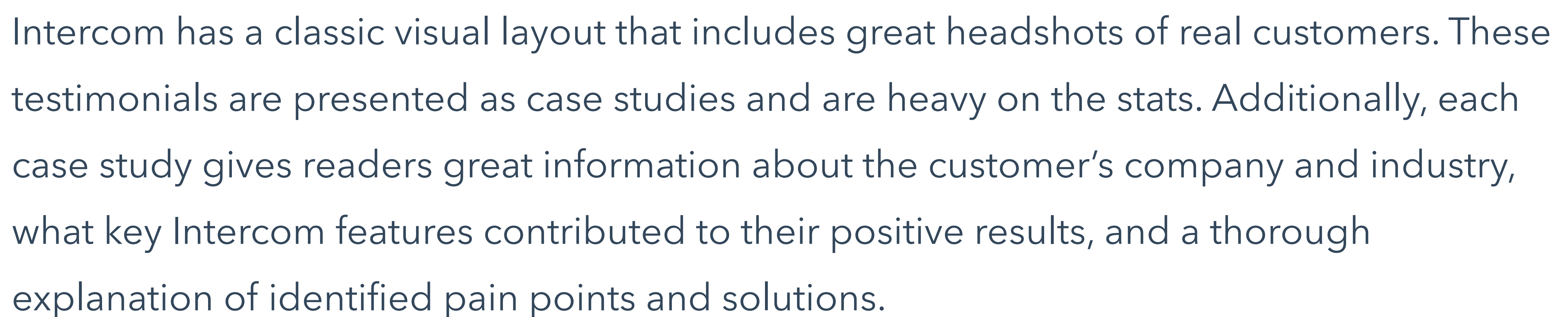
Testimonial Page URL: <https://instapage.com/customer-stories>



Instapage's testimonial section is elegant, professional, and sleekly designed. The company also made a smart move – highlighting high-profile customers like HelloFresh and Verizon first.



Testimonial Page URL: <https://www.intercom.com/customers>





# Looker

Testimonial Page URL: <https://looker.com/customers>

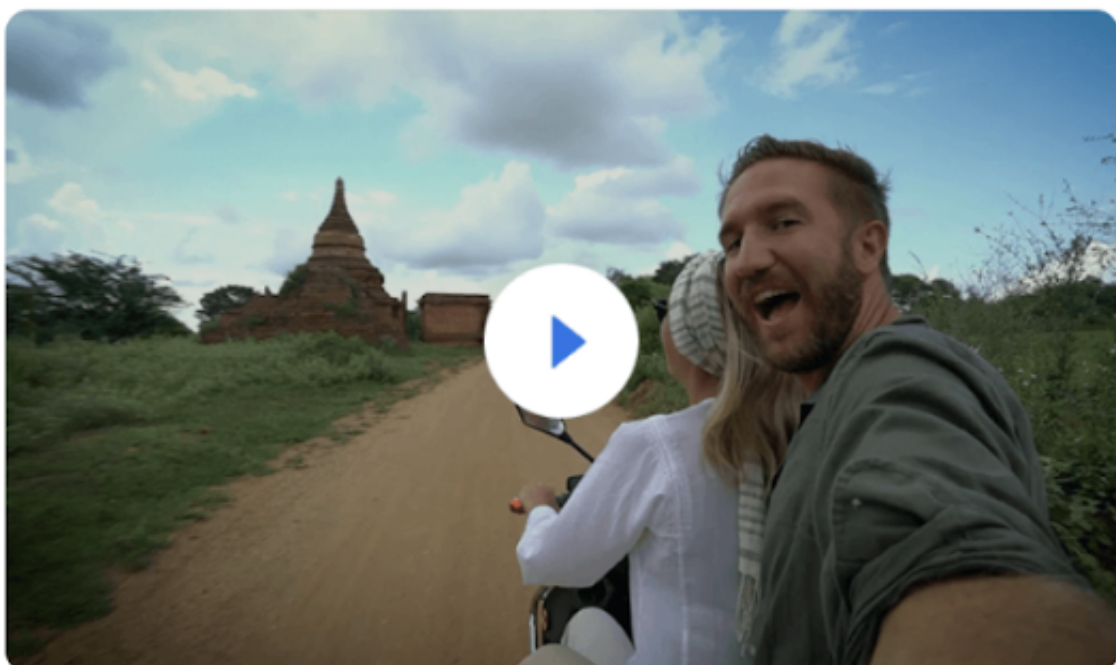
Looker

ProductPlatformSolutionsLearn


Request a demo

## Data driven companies run on Looker

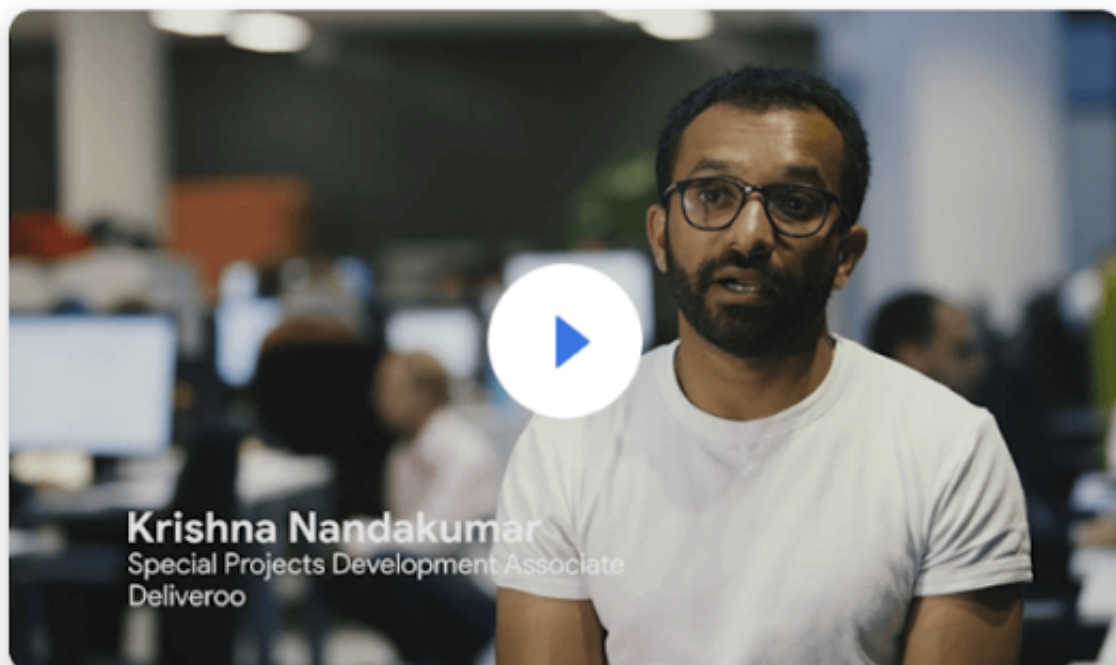
Read, watch and learn how our most successful customers are building a data culture with Looker.



GetYourGuide























Stack Overflow



Deliveroo

### Companies using Looker

 POSHMARK	 SalesLoft	 HEROKU	 sunrun	 ADORE ME
 Glossier.	 globalpayments	 yapstone	 credit karma	 continuum IT management platform
 braze	 GET YOUR GUIDE	 FUTURE PLAY	 CAR NEXT DOOR	 YAHOO!
 king	 HubSpot	 deliveroo	 twilio	 GILT

Business intelligence and data analytics software Looker puts selected clients at the top of the page - each with a video story to illustrate their customers' success. Below those videos is a list of remaining well-known clients that use Looker for business insights. The design of the page is fitting - rather than a convoluted, poorly designed testimonial page, Looker created a simple, legible, yet aesthetically appealing page, similar to the promise of its product.



# Mostly Serious

Testimonial Page URL: <https://www.mostlyserious.io/services/what-clients-say>



Mostly Serious

What Clients Say

Get Started

WE'VE TRANSITIONED TO REMOTE WORK IN RESPONSE TO COVID-19. QUESTIONS? EMAIL US.

Why partner with Mostly Serious?  
Our clients will tell you.

1) Has Mostly Serious improved your marketing department?

2) Where does your marketing plan retain the highest value?

3) Would you recommend Mostly Serious to friends & family?

Let's See What They Say

We value our clients, so much so that we've built our business knowing that our clients' success leads to our own success. We're not a one-and-done template assembly line. We've heard too many horror stories to take our clients down that path.

Instead, we're the agency those companies go to for. When they need to take a leap in their marketing efforts and get a fresh dose of data, strategy, and award-winning work. Those are the clients we attract, keep, and grow.

Below you will find a collection of responses from those clients. Every single active client. From the brand new to those that started with us over seven years ago.

Why do our clients continue to work with us?

100% High quality work

100% Return on investment

75% Innovative ideas that enhance marketing efforts

75% Valuable services

"We demanded the best for CoxHealth. We sought a digital partner that was youthful, edgy, and innovative, yet trustworthy and highly professional. We considered companies from across the US, and with Mostly Serious, we found the very best digital partner in our own backyard."

Steve Edwards, President & CEO of CoxHealth

"We thought we'd have to go outside the Midwest for a site that reflects our craftsmanship, but with Mostly Serious, we found the quality of the coasts right in our backyard."

Randy Caldwell, Director of Marketing & Sales

How happy are you with the return on investment from Mostly Serious?

100% Happy or Very Happy  
(0% Neutral)  
(0% Unhappy)

How long until your work with Mostly Serious improved your results?

80% 6 months  
(20% 1 Year)  
(0% More Than 1 Year)

"Mostly Serious was crucial in helping us understand our digital audience and what they want from us."

Logan Aguirre, President & Associate Publisher at Whitaker Publishing LLC Magazine

"We wouldn't have wanted to work on this project with anyone else. They are all incredible at what they do!"

Barbie Langston, Corporate Marketing Manager of The Lanson Group

How long have you worked with Mostly Serious?

30% 3 or More Years

60% 2 Years

20% 1 Year

Are relationships a driving factor in why you continue working with Mostly Serious?

100% Yes  
(0% No)  
(0% Didn't Answer)

Are services offered a driving factor in why you continue working with Mostly Serious?

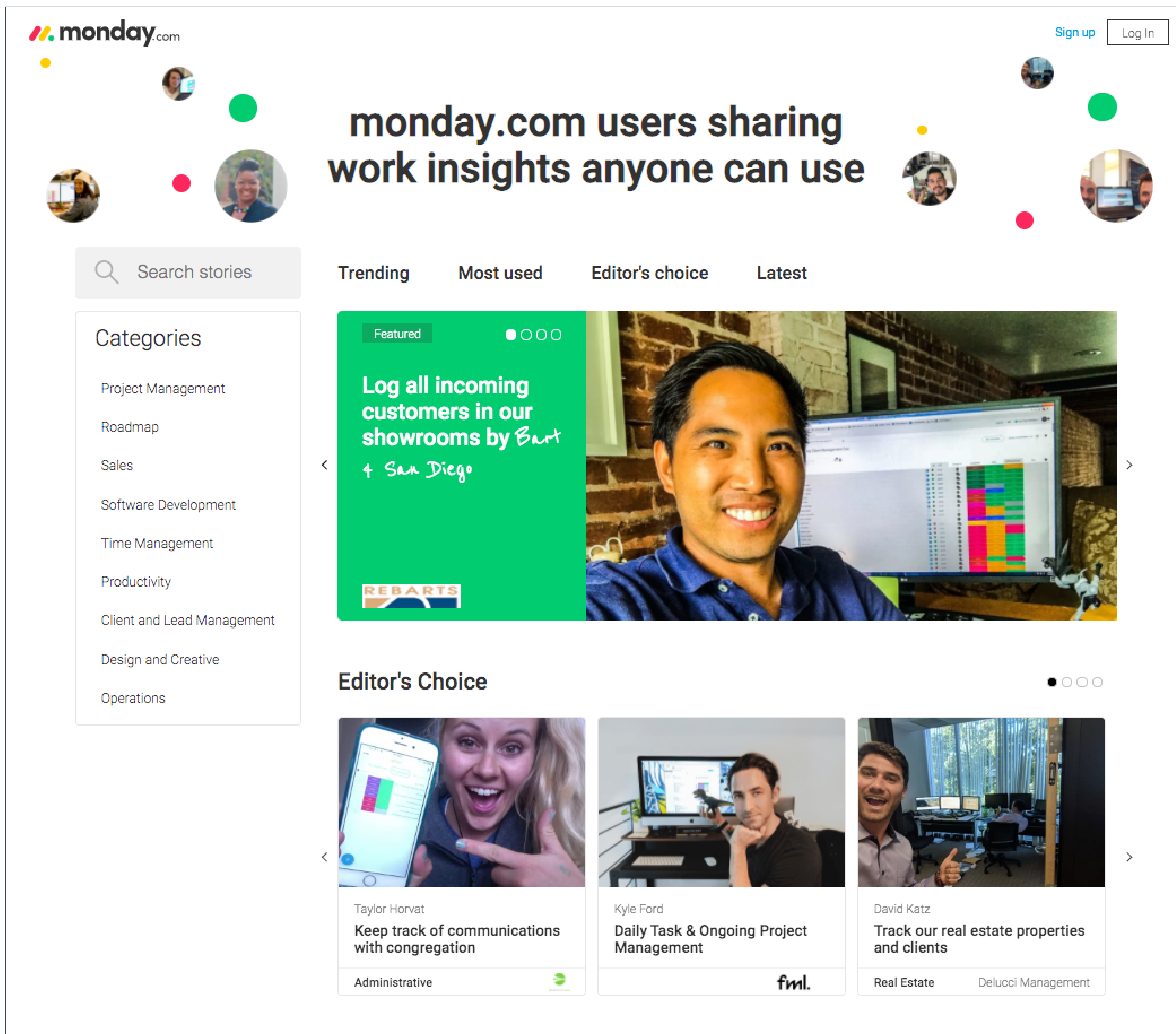
100% Yes  
(0% No)  
(0% Didn't Answer)

The testimonial page for Mostly Serious, a full-service digital agency, is powered by data. This agency surveys every active client to keep this page updated with information around why they continue to work with the company, how happy they are, how long it took to see results, and more. These interactive data visualizations are paired with quotes from real clients, making a compelling case for partnering with Mostly Serious.



# Monday.com

Testimonial Page URL: <https://stories.monday.com/>



Monday.com, a work management platform, uses its testimonial page to highlight the real faces of the people using its tool. Rather than rely on stock photos or company logos, Monday.com utilizes featured images of happy customers smiling next to the product. This unique approach makes Monday.com seem like a human solution – which is appropriate given it's a tool for team collaboration.



# PandaDoc

Testimonial Page URL: <https://www.pandadoc.com/customers-case-study/>



## Case studies

Thousands of companies choose PandaDoc to power their businesses worldwide. We pride ourselves on building a great product and providing a great service. Learn how other companies reinvented their proposal, quote, and contract workflows with PandaDoc.

Start free 14-day trial

Request a demo

No credit card required

All case studies

Categories

Software

Creative

Consulting

Education

Healthcare


Manufacturing

Media

Financial


Legal


Other




Cassandra Wit

VP Delivery & Client Success





A really big winning point for us is this one-call-close.



Roles


Sales

Marketing

HR

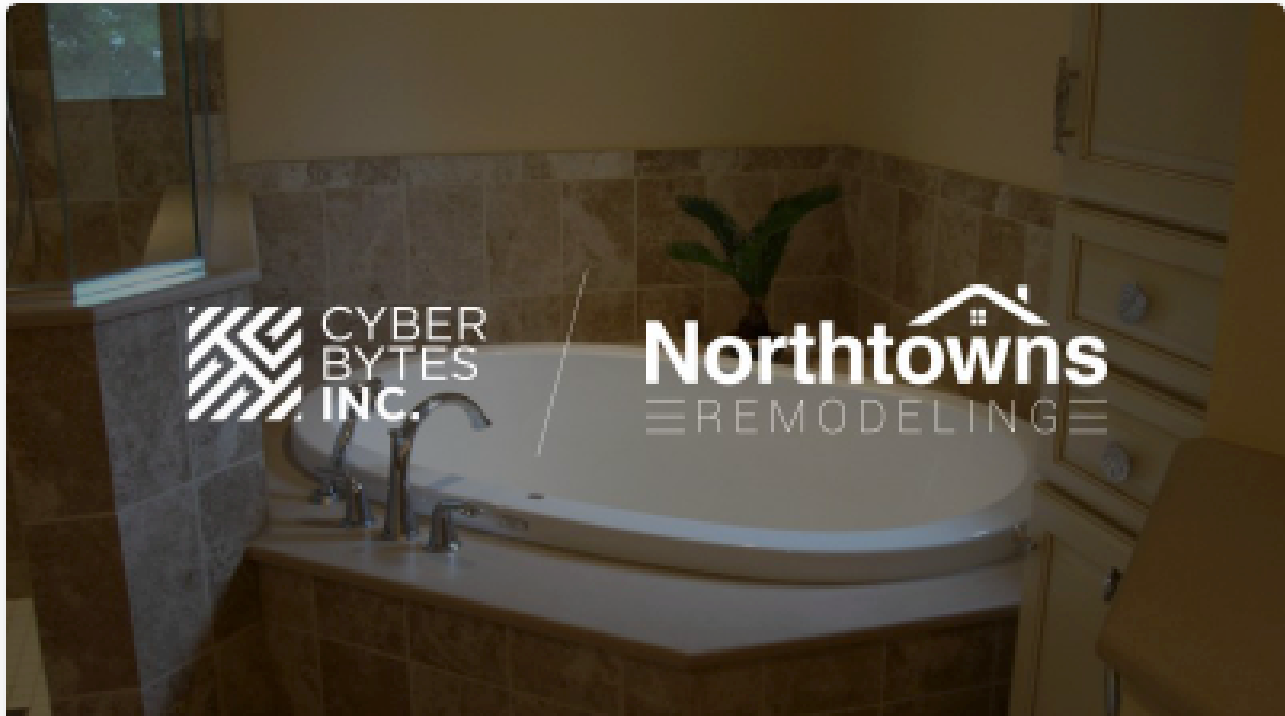
Ops

CS



SOFTWARE

Mercury ISS saw a 50% increase in annual revenue



CONSULTING

Cyberbytes, Inc. helped Northtowns Remodeling decrease their estimate creation time to 5 minutes

PandaDoc welcomes visitors with a clear CTA for a free trial, immediately followed by a video highlighting the praises of multiple customers. Below the video is a selection of more in-depth, metrics-driven case studies. The page also categorizes testimonials by industry and role, helping those interested in PandaDoc find the best case study for them.



# Proactiv

Testimonial Page URL: [https://www.proactiv.com/en\\_us/testimonials](https://www.proactiv.com/en_us/testimonials)



SIGN IN

USA

Enter Promo Code Here

GO


proactiv

NEWABOUT USYOUR SKINOUR PRODUCTSREVIEWS & RESULTSVIDEOSORDER NOW


### Testimonials

Whether you're just starting out on Proactiv or have been using it for years, it never hurts to remember where you started. Real Proactiv users share their untouched before photos as well as their afters to show you just how far they've come on their clear-skin journey.

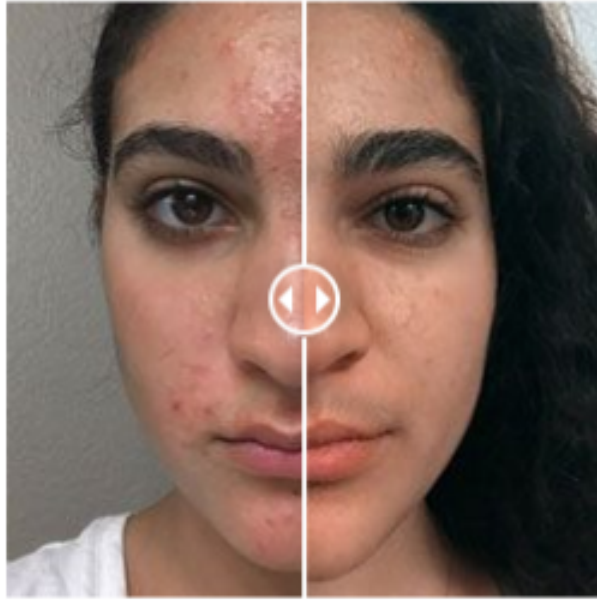
#### ProactivMD®



**Joslyn W, 36**  
"I had major, major breakouts all over...now my skin is pretty clear!"




**Bailey N, 16**  
"I definitely feel that I can go out in public and not have to like wear a hoodie. ProactivMD really works."

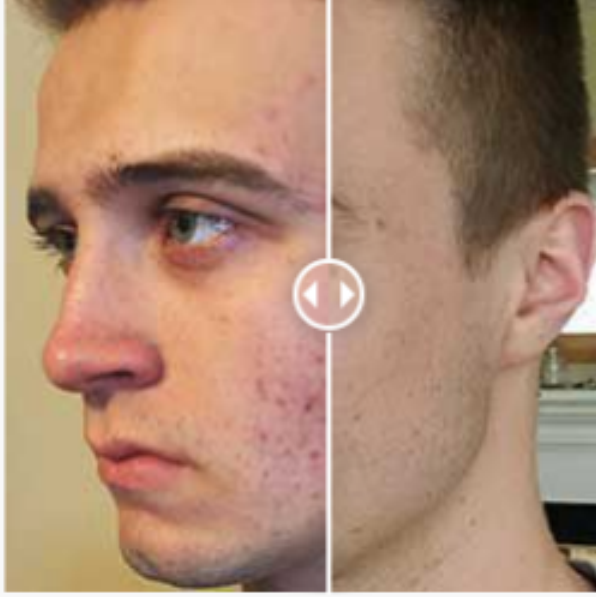


**Jineen M, 18**  
"My skin just kept getting better! Even after the three months, it was fixing my acne but also my dry skin."

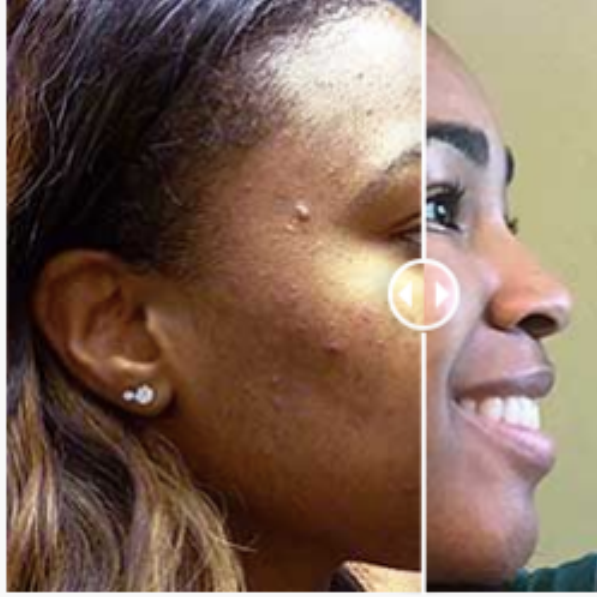
#### Proactiv® Solution



**Jennifer S, 25**  
"With Proactiv, my skin isn't just clear, it's clean and fresh, and I feel so much better and confident."




**Dylan D, 21**  
"...Two minutes in the morning, two minutes at night, and we're done. I could not be more thankful."




**JaNae T, 29**  
"Proactiv has been a miracle for me and I am so thankful for it...Everyone says that my skin is glowing."

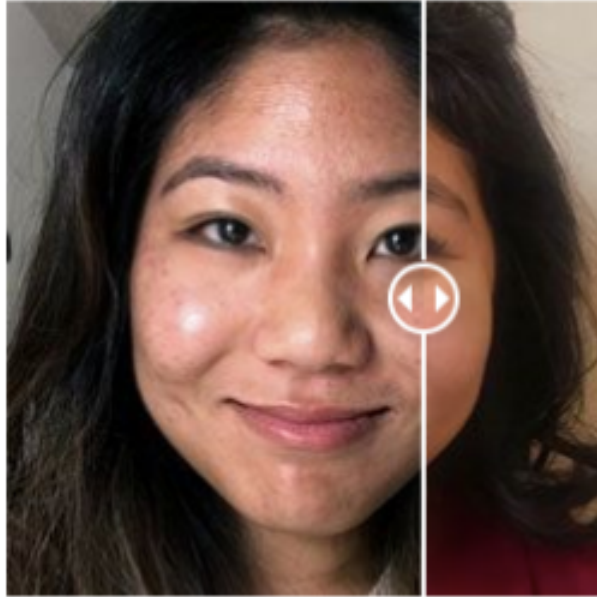
#### Proactiv+®



**Cecilia B, 28**  
"For someone who has had acne since she was a kid I will tell you it works...it's cleared up my skin and now I'm really, really happy."



**Courtney K, 27**  
"I think skincare is loving yourself. This is just another way to say, like, I wanna take care of myself, I'm going to put this effort in and make myself feel proud of what I'm doing."



**Ariana P, 23**  
"I think the reason why Proactiv works so well for me is because I used it religiously. And, I just think that getting into a routine is definitely important in having great skin."

Proactiv, a skincare brand specializing in acne treatment, uses its testimonial page to show instead of tell. The page features interactive images of satisfied customers and allows the user to slide to reveal clear skin. This functionality puts potential buyers in control by allowing them the flexibility to compare the results however they'd like.



# Safelite

Testimonial Page URL: <https://www.safelite.com/auto-glass-services/safelite-reviews>



Services

Locations

My appointment

Get quote + schedule

Safelite customer reviews

Read real customer reviews

One of the best ways to learn about Safelite is to read real customer reviews. See what kind of experiences other customers had when they chose Safelite for their auto glass needs.

For current customers, we'd love to hear from you. Please leave a review to let others know about your experience.

Powered by

Customers rate Safelite 4.7 out of 5

666,359 Reviews

Trust the safety and reliability of Safelite

Get quote + schedule

Filter Reviews

Search Reviews

Rating

Images & Videos

Location Of Service

Recommended

Quality Of Service

Value Of Service

Sort: Select

E

★★★★★

ELLEN Verified Buyer 09/25/20

Very professional and speedy service!

Very professional and speedy service!

Share

Was This Review Helpful?

0

0

J

★★★★★

JOHN Verified Buyer 09/25/20

Windshield chip

Professional and well repaired

Share

Was This Review Helpful?

0


0

Displaying professionalism on its reviews page, Safelite highlights a near-perfect review average from 600,000+ customers. The page also offers search and filtering functionality for people who want to read a review containing specific wording – even allowing prospective clients to search for images and videos of service and reviews by location.



# Scott's Cheap Flights

Testimonial Page URL: <https://scottscheapflights.com/member-stories>




How It WorksPremiumMember StoriesGuidesInviteLoginSign Up

## Stories like these are why we exist

Our mission is to help people travel and experience the world. We hope to hear your travel stories next.


Sign up →



Morocco\$850+Roundtrip\$346 Roundtrip

### "Really a dream come true."

Thanks for the info on the Denver to Rome flight for \$346 last November. I found a \$59 RT flight from Rome to Rabat Morocco during the same period. Result? I got my dream



Indonesia\$1100+Roundtrip\$565 Roundtrip


### "Literally the best subscription I've ever had. Paid off in one trip."

Every year my mom and I take an international trip together. This year we landed on Bali thanks to a Premium-only deal from Scott's Cheap Flights. Bali was one of the most beautiful, relaxing trips we've ever taken!


Erica C.  
Member since 2018

★★★★★  
Avg. of 5 stars  
3,315+ Reviews


Members save \$550/ticket on average



**The world's best flight deals**  
Save heaps on your next summer vacation, holiday getaway or dream trip to a bucket list destination.



**Popular destinations**  
Get email alerts about cheap flights to popular international destinations, Hawaii and Alaska.



**Vetted by Flight Experts**  
Book with confidence knowing that every deal has been vetted by our human Flight Experts to ensure it's an amazing deal.

Scott's Cheap Flights is a total gem for travelers looking to save money on pricey flights. After becoming a member, you receive access to exclusive deals for lower flight costs. Scott's Cheap Flights features a strong average of five stars with over 3,000 Facebook reviews. As you explore the amazing member stories you can also see that member's travel destination, how long they've been a member, and how much they saved.



# SmartBug


Testimonial Page URL: <https://www.smartbugmedia.com/testimonials>

**SmartBug.**[Services](#)[Work](#)[Resources](#)[About](#)[Request a Consultation](#)

## Testimonials

### Have you met our fan club?

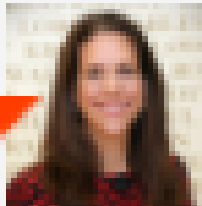

Nothing makes us happier than rocking intelligent inbound for our customers and partners. They seem to like the results, too.



Filter by:

CATEGORY ▼

INDUSTRY ▼



Our SmartBug team is fantastic! As someone new to website design and marketing they have helped walk me through everything step-by-step and have been there to answer every question I have in a timely manner. It is great to have a team to rely on and take our company to the next stage.



Tanya Venegas  
HotStats


The SmartBug testimonial page incorporates tons of technical elements you should employ – video, imagery, filtering, unique quotes, etc. Below this fold is a stream of glowing quotes from satisfied SmartBug customers.



# Sprout Social


Testimonial Page URL: <https://sproutsocial.com/customers/>

[Start Your Free Trial](#)













## Customer joy is our priority

At Sprout, what matters most are the business owners, agencies, brands, causes and communities that trust us to help them succeed.



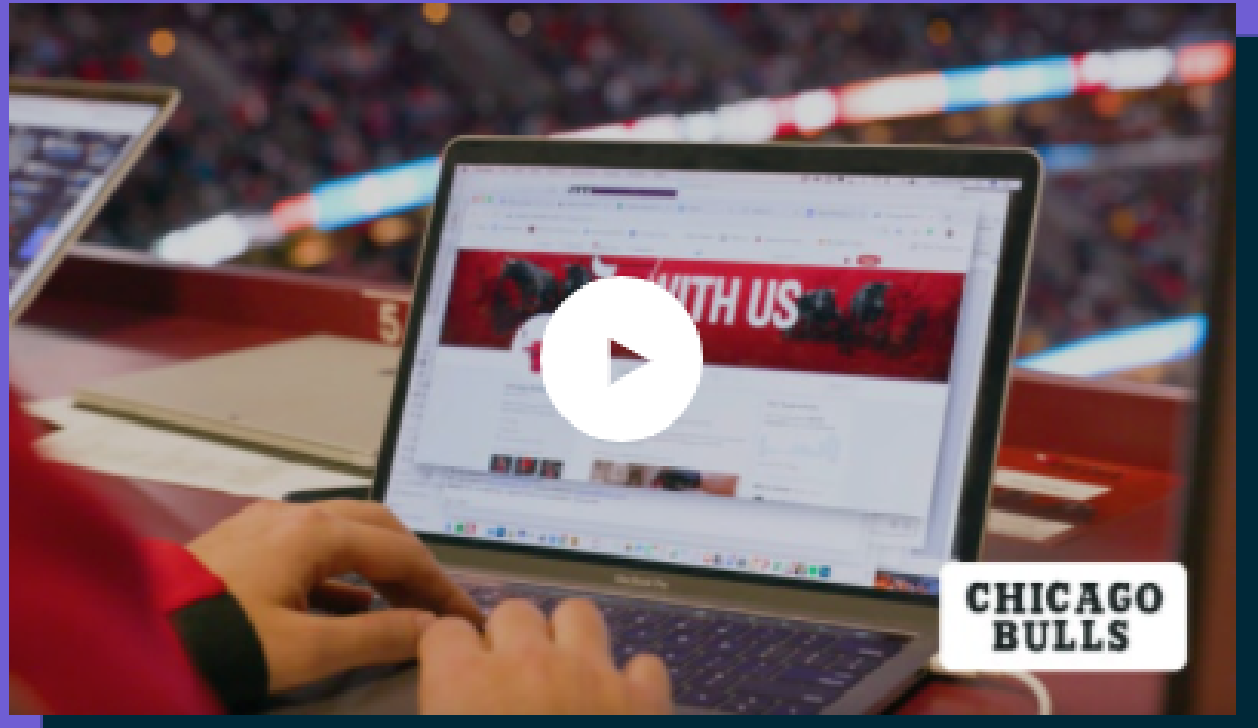
25,000+ organizations and brands of all sizes rely on Sprout Social



### Featured Case Study


“Sprout gives us the ability to see what types of campaigns are working in real time, as well as the ability to adjust appropriately. I don't think we've ever had a tool that's been able to so quickly provide us with feedback.”

Luka Dukich, Senior Digital Content Manager with the Chicago Bulls

[Read Case Study](#)

### Sprout Social Reviews


## What our customers say about us



“Great social media management”

★★★★☆


“Sprout Social is a great tool to use for social media management and social listening. My favorite part about Sprout Social is the combined social messaging inbox.” [Read more >](#)

**Christina S**  
Social Media & Digital Content Specialist

“My favorite social media management app”

★★★★★


“Sprout Social is well designed and offers nearly every feature I could ask for. With analytics, scheduling, inbox management and more, this app is pretty much a one stop shop.” [Read more >](#)

**Bradley C**  
Director of Marketing and Communications

“Put Sprout Social in your life”

★★★★★

“Love the amazing customer service, helpful articles and guides, the online community (#sproutchat). I have yet to find something I dislike about the platform.” [Read more >](#)

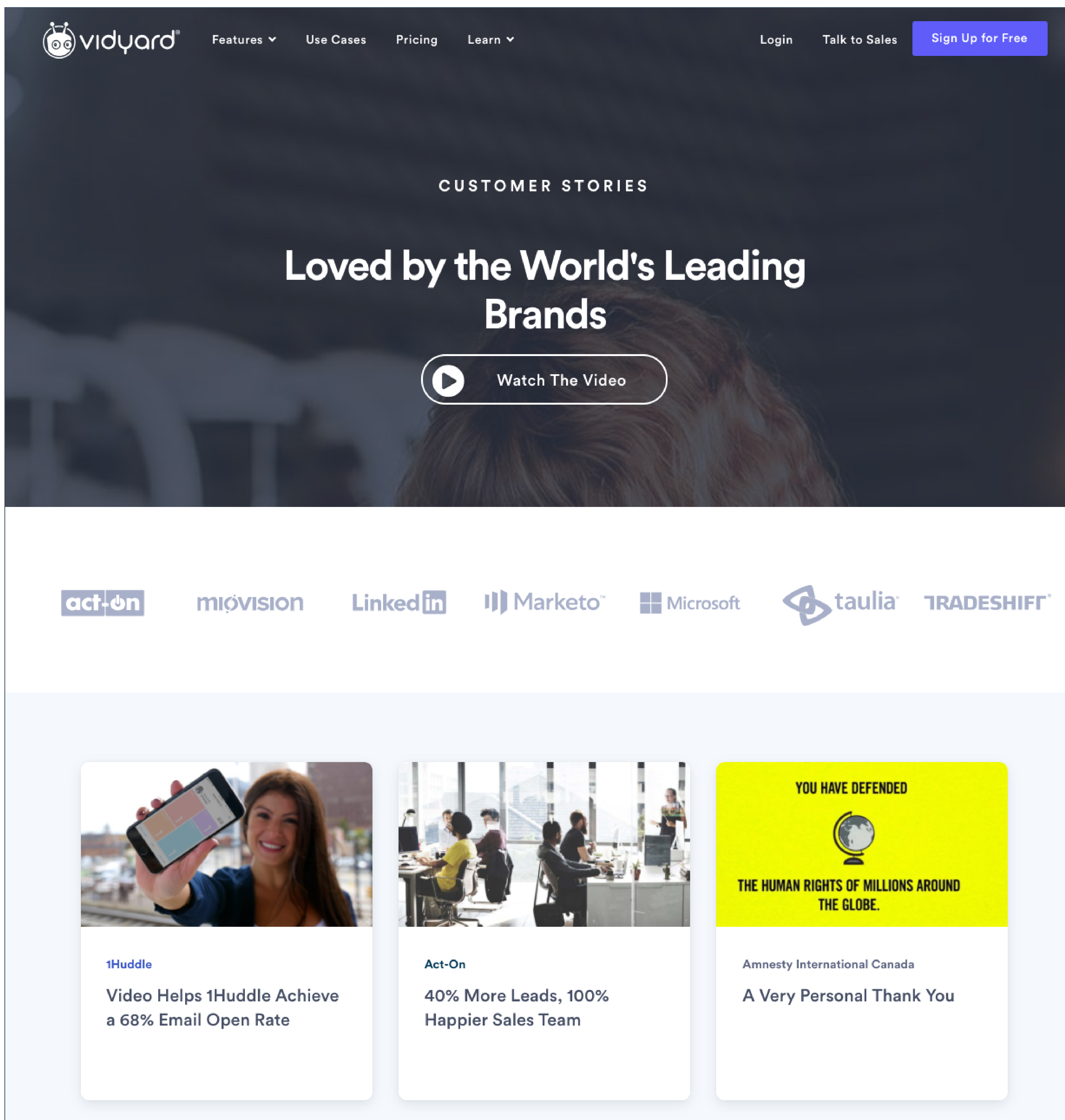
**Shannon R**  
Communications and Social Media Specialist

Sprout’s testimonial page starts off with an emphasis on customer joy, before listing off some high-profile clients to earn the attention of prospects, followed by sections of linked reviews, videos, and quotes. There’s a lot going on on this page – but it’s organized in a way to create an incredible experience for those looking for information.



# Vidyard

Testimonial Page URL: <https://www.vidyard.com/customers/>

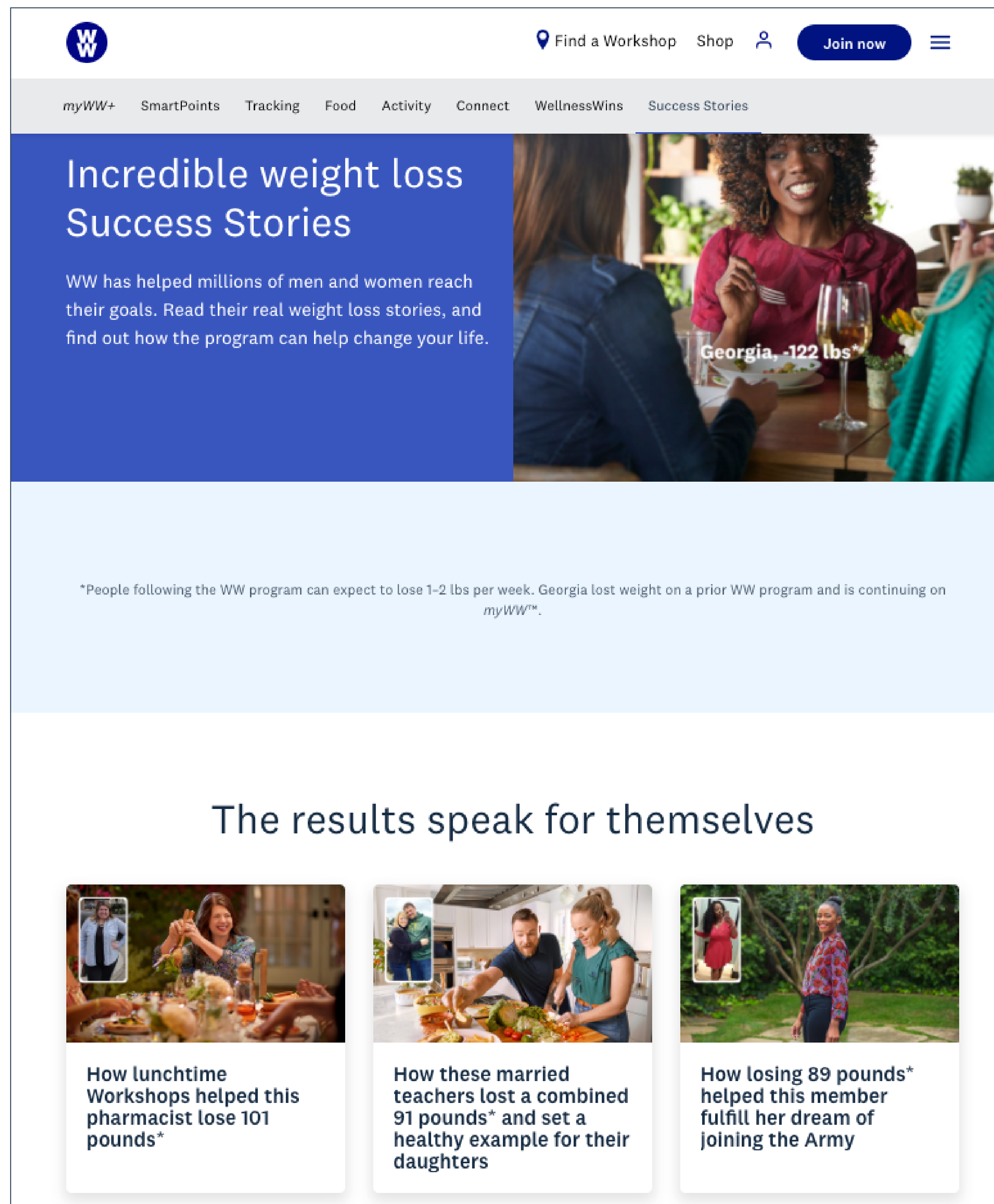


Vidyard is a popular multipurpose video marketing tool. Beyond use cases for traditional video marketing, Vidyard has seen notable success with sales teams incorporating videos into outreach strategies. Appropriately, the first thing on Vidyard's customer story page is a quick video that includes real customer perspective. Some major customers like Microsoft and LinkedIn are called out, and the case studies are a healthy mix of quantitative and qualitative successes.



# WW (Formerly Weight Watchers)

Testimonial Page URL: <https://www.weightwatchers.com/us/success-story>



The screenshot shows the top portion of the WW Success Stories page. At the top is a navigation bar with the WW logo, a 'Find a Workshop' link, a 'Shop' link, a user icon, a 'Join now' button, and a menu icon. Below this is a secondary navigation bar with links: myWW+, SmartPoints, Tracking, Food, Activity, Connect, WellnessWins, and Success Stories. The main header section has a blue background on the left with the text 'Incredible weight loss Success Stories' and a subtext: 'WW has helped millions of men and women reach their goals. Read their real weight loss stories, and find out how the program can help change your life.' To the right is a photo of a woman, Georgia, with the text 'Georgia, -122 lbs\*'. Below this is a light blue box with a disclaimer: '\*People following the WW program can expect to lose 1-2 lbs per week. Georgia lost weight on a prior WW program and is continuing on myWW™.' The middle section is titled 'The results speak for themselves' and features three story cards. Each card has a small before-and-after photo and a title: 'How lunchtime Workshops helped this pharmacist lose 101 pounds\*', 'How these married teachers lost a combined 91 pounds\* and set a healthy example for their daughters', and 'How losing 89 pounds\* helped this member fulfill her dream of joining the Army'.

myWW+ SmartPoints Tracking Food Activity Connect WellnessWins Success Stories

## Incredible weight loss Success Stories

WW has helped millions of men and women reach their goals. Read their real weight loss stories, and find out how the program can help change your life.

Georgia, -122 lbs\*

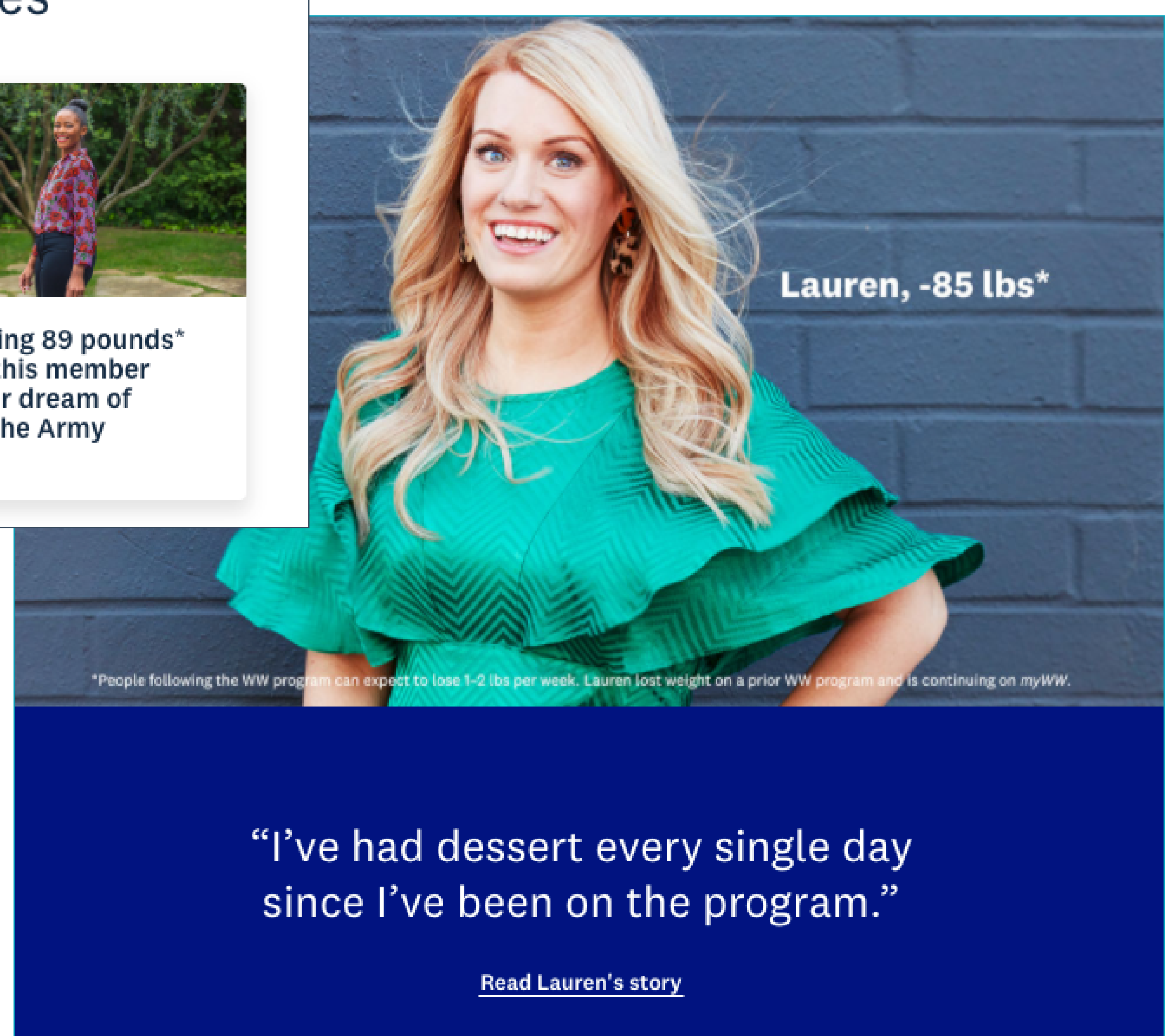
\*People following the WW program can expect to lose 1-2 lbs per week. Georgia lost weight on a prior WW program and is continuing on myWW™.

### The results speak for themselves

How lunchtime Workshops helped this pharmacist lose 101 pounds\*

How these married teachers lost a combined 91 pounds\* and set a healthy example for their daughters

How losing 89 pounds\* helped this member fulfill her dream of joining the Army



This section features a large testimonial for Lauren. It includes a photo of Lauren, a blonde woman in a green dress, with the text 'Lauren, -85 lbs\*'. Below the photo is a disclaimer: '\*People following the WW program can expect to lose 1-2 lbs per week. Lauren lost weight on a prior WW program and is continuing on myWW.' At the bottom is a dark blue box with a quote: 'I've had dessert every single day since I've been on the program.' and a link: 'Read Lauren's story'.

Lauren, -85 lbs\*

\*People following the WW program can expect to lose 1-2 lbs per week. Lauren lost weight on a prior WW program and is continuing on myWW.

"I've had dessert every single day since I've been on the program."

[Read Lauren's story](#)

The success story page for WW (formerly Weight Watchers) does what it must on its testimonial page – it shows people that the program works. With headers that declare “The results speak for themselves” and links to examples of how customers lost up to 101 pounds on the platform, the testimonial page reassures anyone who may doubt the program’s merits. By including before-and-after pictures alongside the numbers, people can see how the program could affect their own lives and bodies.




# Zapier

Testimonial Page URL: <https://zapier.com/customers>




### Find A Similar Customer Story


Q Search by App



3:10 min read







**The BlackTies: Making magic with automation**






4:50 min read



**How SheEO uses automation in their quest to create a \$1 billion fund to support women-run businesses**






3:30 min read






**How a full-time tech worker manages and grows her booming side hustle**






2:30 min read



**How a bootstrapped business used automation to bring its in-person team-building program online**






3:10 min read



**How a female entrepreneur helps other female entrepreneurs streamline their businesses**






3:10 min read





**How a team of volunteers is working to restore wealth to Black communities**






3:00 min read






**How automation helped a gourmet market chain scale its home shopping service**






3:30 min read

**How a freelancer automated her client onboarding and grew her business**





4:40 min read

**How a leadership development advisor went from corporate America to successful business owner**

Zapier's testimonial page showcases inspiring customer stories with catchy headlines about real interesting use cases. Zapier is a powerhouse automation tool that organizations use to build custom workflows with 2,000+ apps. It's easy to see which apps are being featured in a customer story since there are icons under posts, or you can search by a specific app. Also, the time stamps under each post help readers easily estimate how long it will take them to view a customer story.




# Zendesk

Testimonial Page URL: <https://www.zendesk.com/why-zendesk/customers/>

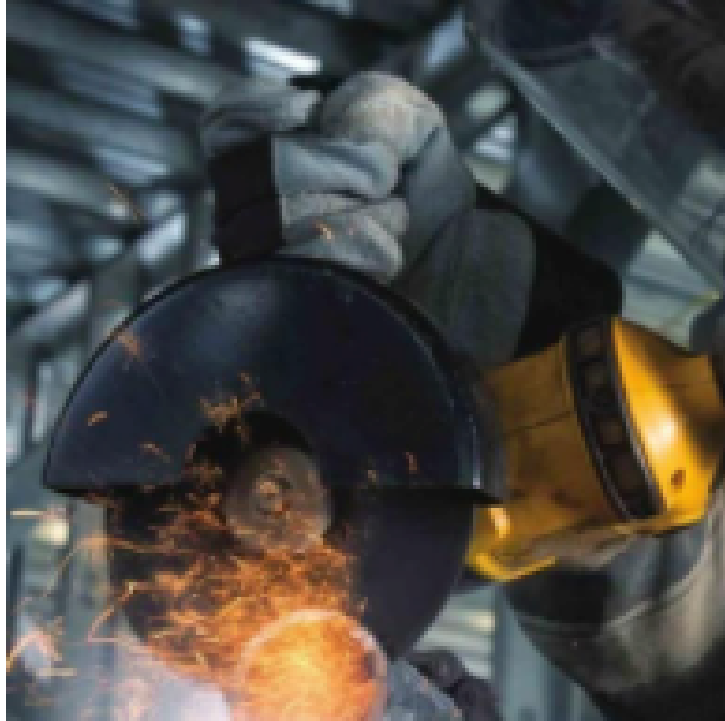
Industry

Business Challenge


Region



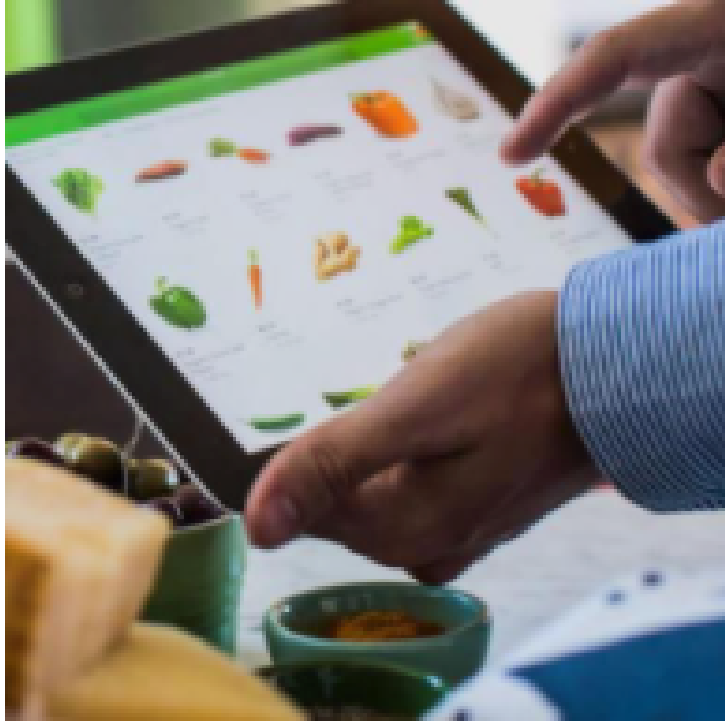
**Mailchimp**  
Mailchimp + Zendesk: Using the voice of the customer as a north star




**Stanley Black and Decker**  
Stanley Black and Decker + Zendesk: Unified Support




**Tesco**  
Tesco + Zendesk: 460,000 Employees, effortlessly self-served




**Instacart**  
Instacart + Zendesk: A solution too good for just one kind of customer




**Ingersoll Rand**  
Ingersoll Rand + Zendesk: Powering distributors



**Homebridge**  
Homebridge + Zendesk: Scaling support and serving customers



**Progilty Technologies**



**GiveDirectly**


zendesk


ProductsPricingSolutionsDemoServicesResourcesGet started

Our Luminary customers share their stories

See how businesses like yours found solutions with Zendesk

Find my solutionLearn about Luminaries





**Homebridge**  
Homebridge sees a 158% ROI with Zendesk  
Top-notch customer service fuels company growth and gets a boost in agent efficiency.  
[Read customer story](#)

Get help

Zendesk’s page for customer testimonials is simple yet elegantly designed. Before shining a light on customers, Zendesk shines a light on their Luminary product. Directly below that is a success story mentioning Homebridge’s 158% ROI due to its partnership with Zendesk. While other well-known companies, like mailchimp and Instacart, are featured on the page, visitors also have the ability to filter by the industries, challenges, and regions that are most relevant to them



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