



HubSpot

25 Testimonial Page Examples

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



Introduction

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/>

There's always more of an explanation out there.

Charlie: HEALTH

Jordan: ANCESTRY SERVICE

We love hearing from you. Your stories inspire us and others!

submit your story

Genetics just got personal

These are the stories of 23andMe customers. Your experience may be different since everybody's DNA is unique.

HEALTH I learned something I could be proactive about.

HEALTH I made a decision about my body from a place of being healthy.

HEALTH Valentine's Day & a unique gift

HEALTH Genetic clues to a lifelong struggle

"No doctor would have ever asked me to do this, because no one in my family had ever had a history of breast or ovarian cancer."

Hilary decided to take the 23andMe test after hearing about a friend's 23andMe experience at a party. She didn't take the test seriously at first, because she assumed she knew everything there was to know about herself. What she learned from her 23andMe results changed both her mind and her life.

When Hilary received her results, she discovered she was 38% Ashkenazi Jewish. Hilary was familiar with the term, Ashkenazi, but she didn't know what it meant. She certainly didn't know it meant she had an elevated risk for having a BRCA1 or BRCA2 mutation. When she opted in to her Genetic Health Risk* reports, she learned that she had a positive result for BRCA.

Armed by this knowledge, Hilary consulted with her doctor and was advised to take a more comprehensive test, which confirmed her positive result. Nobody in Hilary's family had breast or ovarian cancer, and she is grateful to 23andMe both for making her aware of her risk and empowering her to take steps to protect her health.

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>

The screenshot shows the 7shifts Reviews page. At the top, there is a navigation bar with links to Platform, Pricing, Integrations, Customers, Resources, a Request demo button, a Start my free trial button (which is orange), and a Login link. Below the navigation is a section titled "7shifts Reviews" with a sub-section header "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." There is a text input field for "Enter your email" and an orange "Start my free trial" button. The page then displays three testimonial cards:

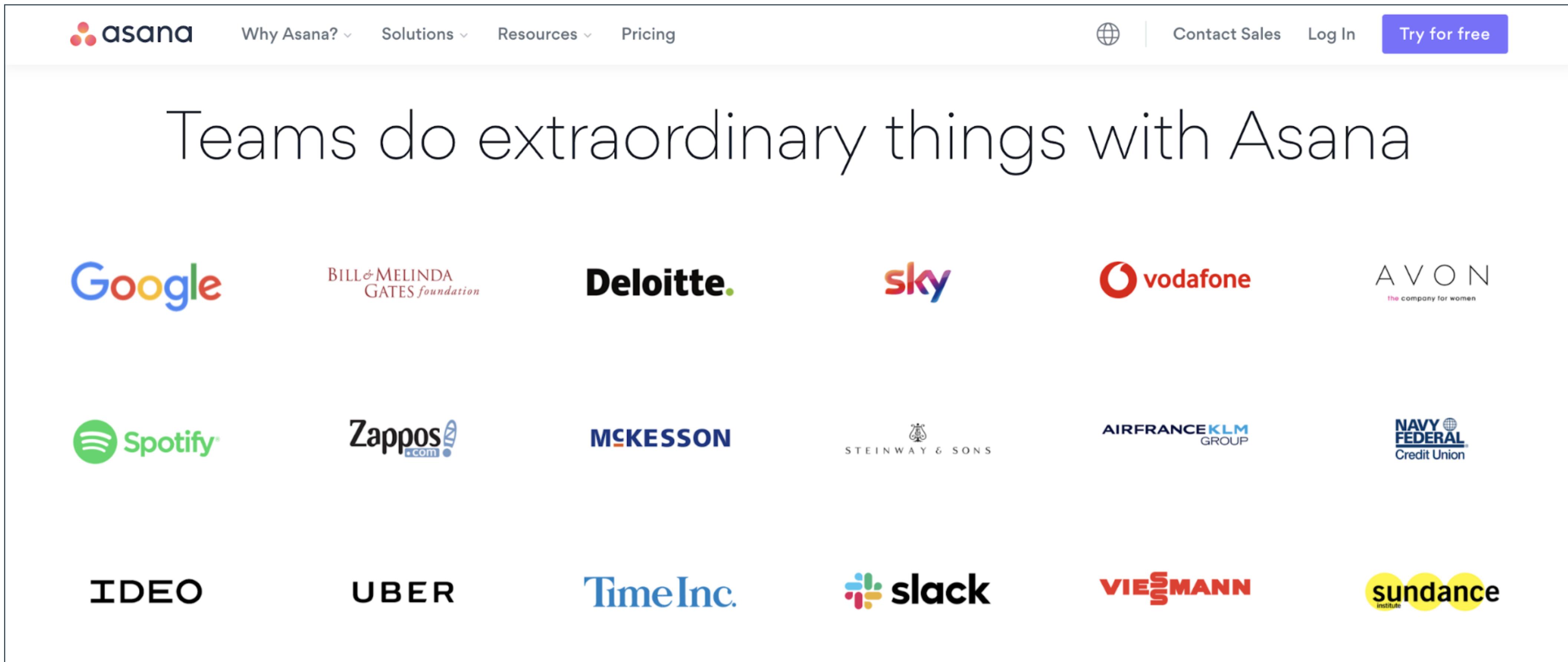
- Smoothie King** (Coppell, TX): Five stars. Review: "In one month of using 7shifts, all three of my locations have dropped their labor by 5-7%. The three locations used to spend upwards of 25% total on labor. Now we are [at] 15% and below on labor spending." - Mackenzie Rautanen | Area Supervisor
- Burrito Boyz** (Ontario, CA): Five stars. Review: "[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): Five stars. Review: "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

Below these cards are three category links: "Customer Reviews" (in red), "Hospitality & Industry Reviews" (in blue), and "G2Crowd Reviews" (in green). At the bottom of the page, there is a testimonial for "Mozzarella Di Bufala Pizzeria" with a five-star rating, featuring a logo of a pizza slice.

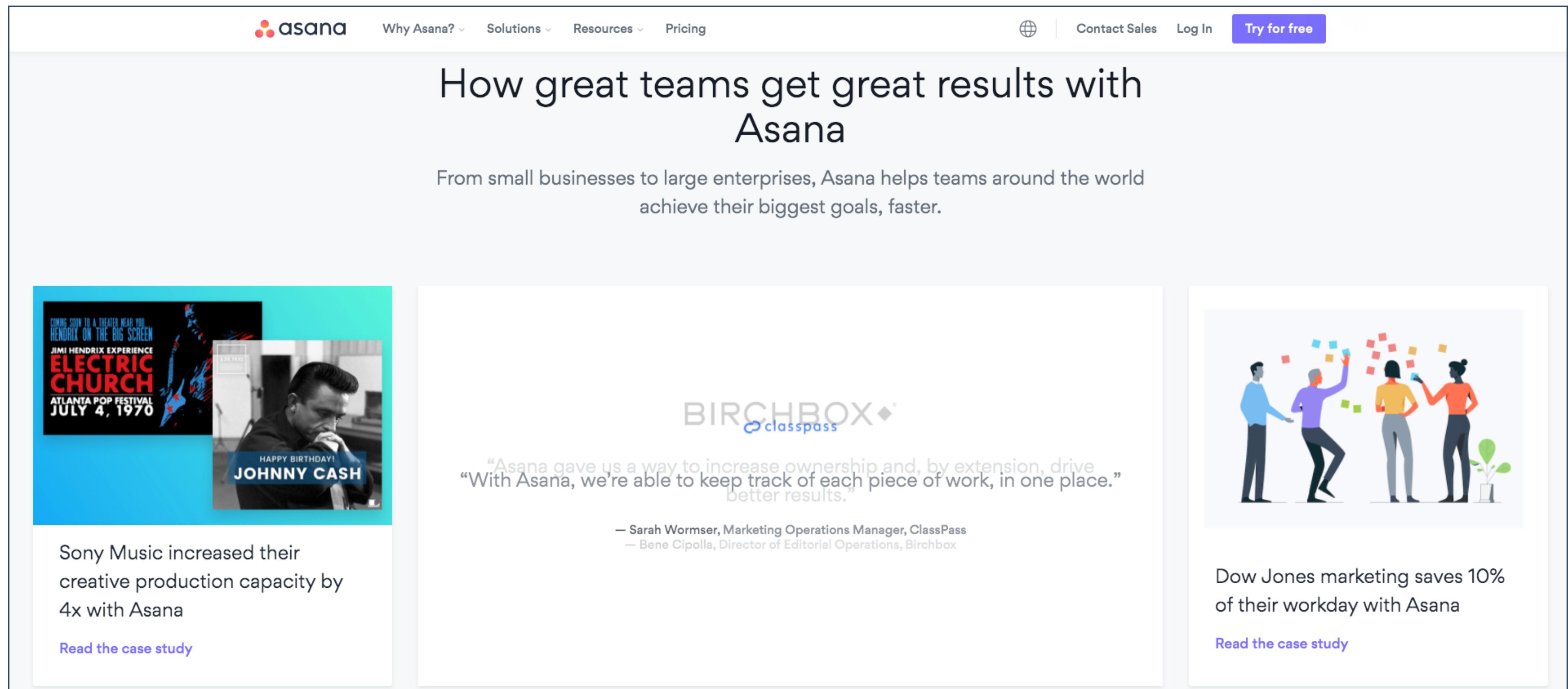
The reviews page for restaurant scheduling software 7shifts has it all. Sporting a sleek design, this testimonial page is anchored at the top with a free trial form, immediately followed by multiple five-star reviews that speak to the concrete labor savings from using 7shifts. Below the featured quotes, 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>



The screenshot shows a grid of logos for various clients, including Google, Bill & Melinda Gates Foundation, Deloitte, Sky, Vodafone, Avon, Spotify, Zappos, McKesson, Steinway & Sons, Air France KLM Group, Navy Federal Credit Union, IDEO, Uber, Time Inc., Slack, Viessmann, and Sundance Institute.



The screenshot shows three customer stories. The first story is for Sony Music, featuring a thumbnail of a Jimi Hendrix poster and a quote from Sarah Wormser and Bene Cipolla. The second story is for Birchbox, featuring a quote from Sarah Wormser and Bene Cipolla. The third story is for Dow Jones marketing, featuring a quote from Sarah Wormser and Bene Cipolla.

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>

OUR CUSTOMERS | CUSTOMER EXPERIENCE

YOU ARE
**THE CENTER OF
OUR UNIVERSE**

Evan Hamilton @evanhamilton
Big gracias to @Bizzabo. We're running all ticketing through their awesome platform for our event.
#cmxsummit

David Spinks @DavidSpinks
@JLSokoloski @Boomsat I love my @Bizzabo ;) Easy platform to use, fantastic staff and nothing but great results!

eventistryalecia @eventistrybal
@Bizzabo It's like you read my mind with the new Session feature. Thank you!

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**.

FROM AMAZING ONBOARDING, THROUGH TRAINING, TO SUCCESS

READ MORE

5/5 In
Customer Service Rating

WORKING TOGETHER TO CREATE SUCCESSFUL EVENTS AROUND THE GLOBE

SERVICETITAN

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.
—Amy Herman, Senior Program Manager

READ THE CASE STUDY

GAINSCO

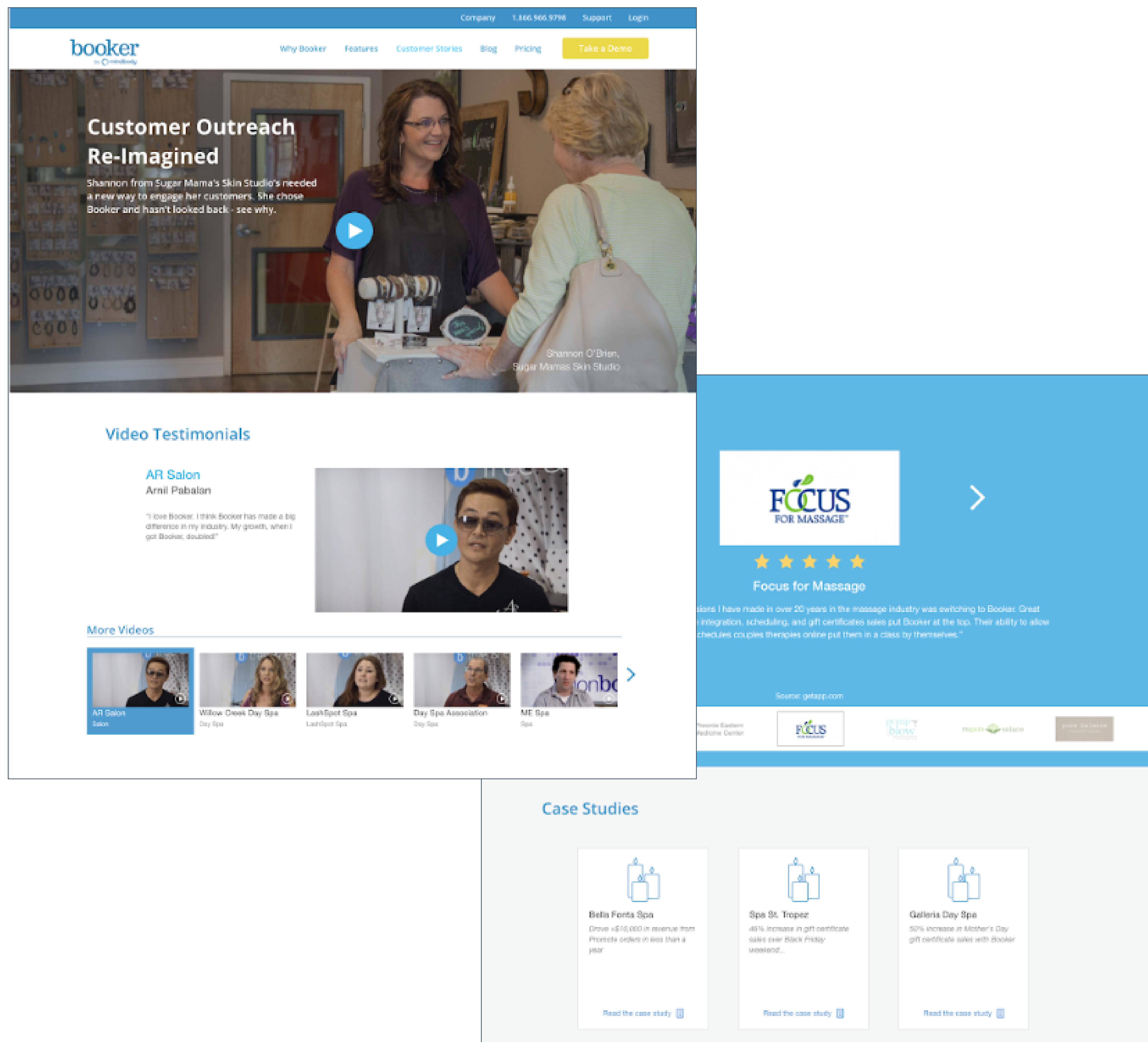
From someone who has seen a lot of different platforms over the course of 15 years of running events, Bizzabo is by far the most intuitive platform that I've ever used.
—Lauren Sommers, VP Corporate Events

READ THE CASE STUDY

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 screenshot displays the Booker customer testimonial page. At the top, there is a navigation bar with links for Company, 1.866.866.9798, Support, and Login. Below the navigation is a main header with the Booker logo and a "Take a Demo" button. The main content area features a large video testimonial for "Customer Outreach Re-Imagined" featuring Shannon O'Brien from Sugar Mama's Skin Studio. Below the video, there is a "Video Testimonials" section with a thumbnail for "AR Salon" featuring Arnil Pabalan. The thumbnail includes a quote: "I love Booker. I think Booker has made a big difference in my industry. My growth, when I got Booker, doubled." To the right of the video section is a testimonial for "Focus for Massage" with a 5-star rating and a quote: "After I have made in over 20 years in the massage industry was switching to Booker. Great integration, scheduling, and gift certificates sales put Booker at the top. Their ability to allow schedules couples therapies online put them in a class by themselves." Below these sections are "More Videos" and "Case Studies" sections, each featuring three case studies with icons and links to read more.

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>

The screenshot shows the Buzzsprout testimonial page. At the top, there's a navigation bar with links for 'Features', 'Pricing', 'How to Start a Podcast', 'Blog', 'Log In', and a 'Get Started Free' button. The main heading is 'Real results for podcasters just like you' with a subtext 'Join over 100,000 people that have launched a podcast with Buzzsprout'. Below this, there are three testimonial cards:

- Pat Flynn** (Host, Ask Pat): "Buzzsprout is great! Their customer service is fantastic and it's a great product. You should check them out." (Rating 4.9)
- Jared Easley** (Co-Founder, Podcast Movement): "I have been a proud Buzzsprout client for years. The website is easy to use, and the support has always been helpful." (Rating 4.9)
- Courtney Stephen** (Host, The Come Up Podcast): "We started hosting our podcast on SoundCloud but switched because we love the fact that we get more value at a better price." (Rating 4.9)

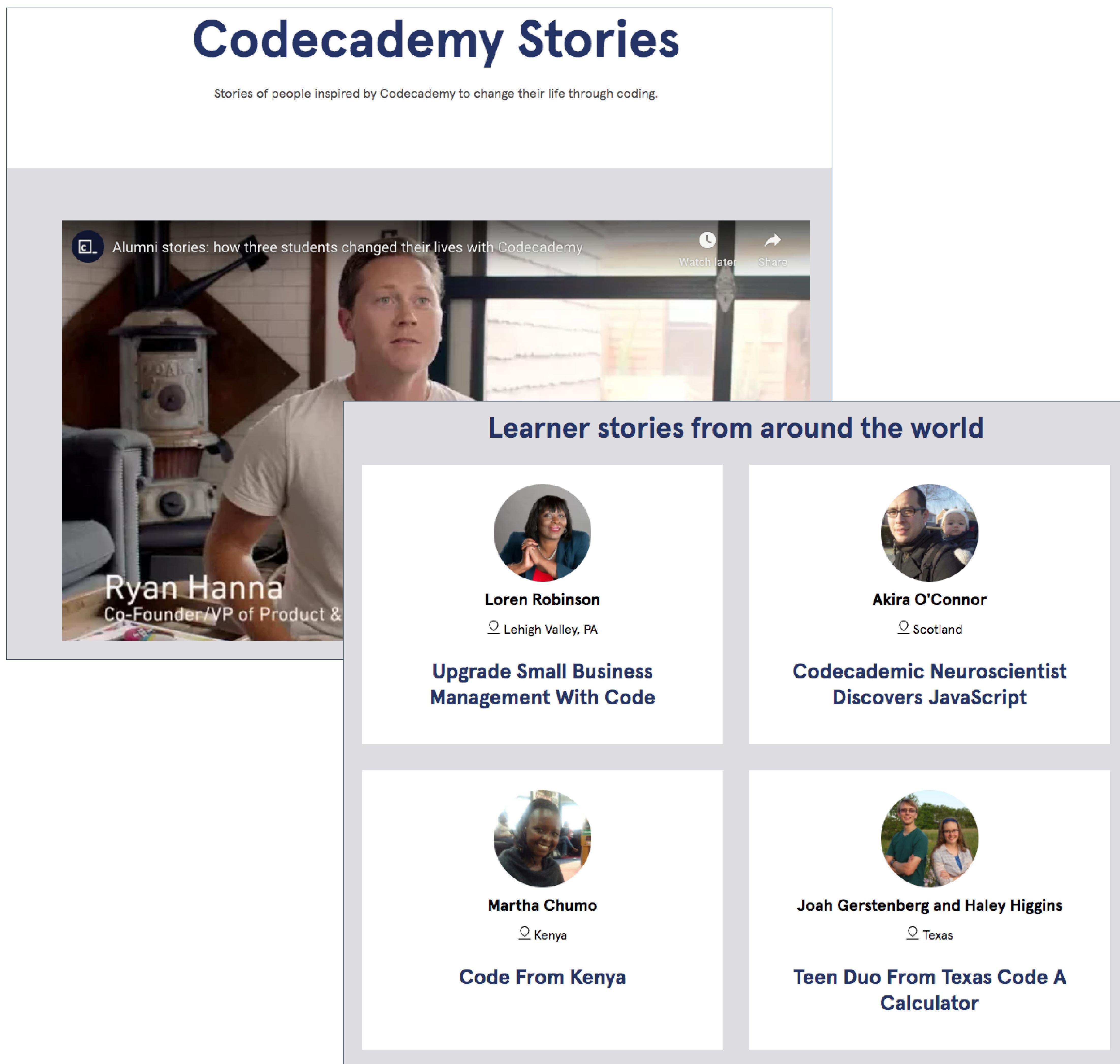
Below the cards, a section says 'Read over 1,000 reviews on Trustpilot' with a Trustpilot summary: 'Reviews 1,000 • Excellent' and a 4.9 rating. The page then displays several customer reviews in sections:

- "A GOOD PLACE TO GET STARTED"**
We had a need to get started and Buzzsprout makes that possible. It has a few setup options and allows you to start small without a large learning curve. **It is easily upgradable so you can start small and then try new things too.**
Dave McCue, Colville Community Church
- "BUZZSPROUT IS AWESOME!"**
The site has been truly awesome. It offers simple solution to hosting a podcast and offers you the choice of time you purchase each month. That alone is very useful and an amazing benefit.
Mouse Cole, Rat Flies
- "SIMPLE, BUT PERFECT!"**
I produce two different podcasts and I love Buzzsprout. It's so simple and easy to use. They make publishing your podcast to iTunes and Stitcher as easy as 1,2,3! I also love the [soundbite feature](#), this has helped me gain traffic on certain episodes. I would highly recommend anyone who is looking to start a podcast to use Buzzsprout!
Mallisa Mott, The Dr. Diet Show
- "SUPER EASY TO USE"**
We have just started podcasting, and researching, we saw a lot of recommendations for Buzzsprout. **It was so easy to set up, and adding new episodes is a breeze.**
Mike Cliffe-Jones, Lanzarote Information
- "ABSOLUTELY LOVE BUZZSPROUT"**
I love Buzzsprout because I only have to upload it once. Once you get the initial setup going with iTunes, Google you upload your sermon and boom it shows up everywhere else. **Customer service is awesome, before signing up with the subscription plan I had a lot of questions and they were very quick and courteous with their responses.**
Josiah Ramirez, Fuel Church
- "ABSOLUTELY SATISFIED"**
Our church uses Buzzsprout to host our sermons and some additional teaching. **It is simple, easy and effective!** I am very thankful for Buzzsprout!
Ben Killerlain, Calvary Church

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.

Codeacademy

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



Codecademy Stories

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

Alumni stories: how three students changed their lives with Codecademy

Watch later Share

Learner stories from around the world



Loren Robinson
Lehigh Valley, PA

Upgrade Small Business Management With Code



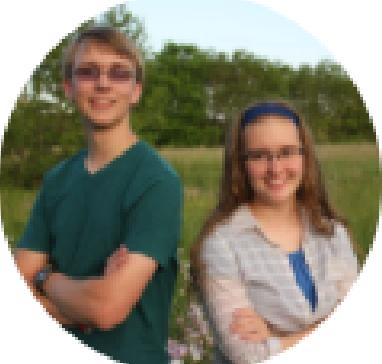
Akira O'Connor
Scotland

Codecademic Neuroscientist Discovers JavaScript



Martha Chumo
Kenya

Code From Kenya



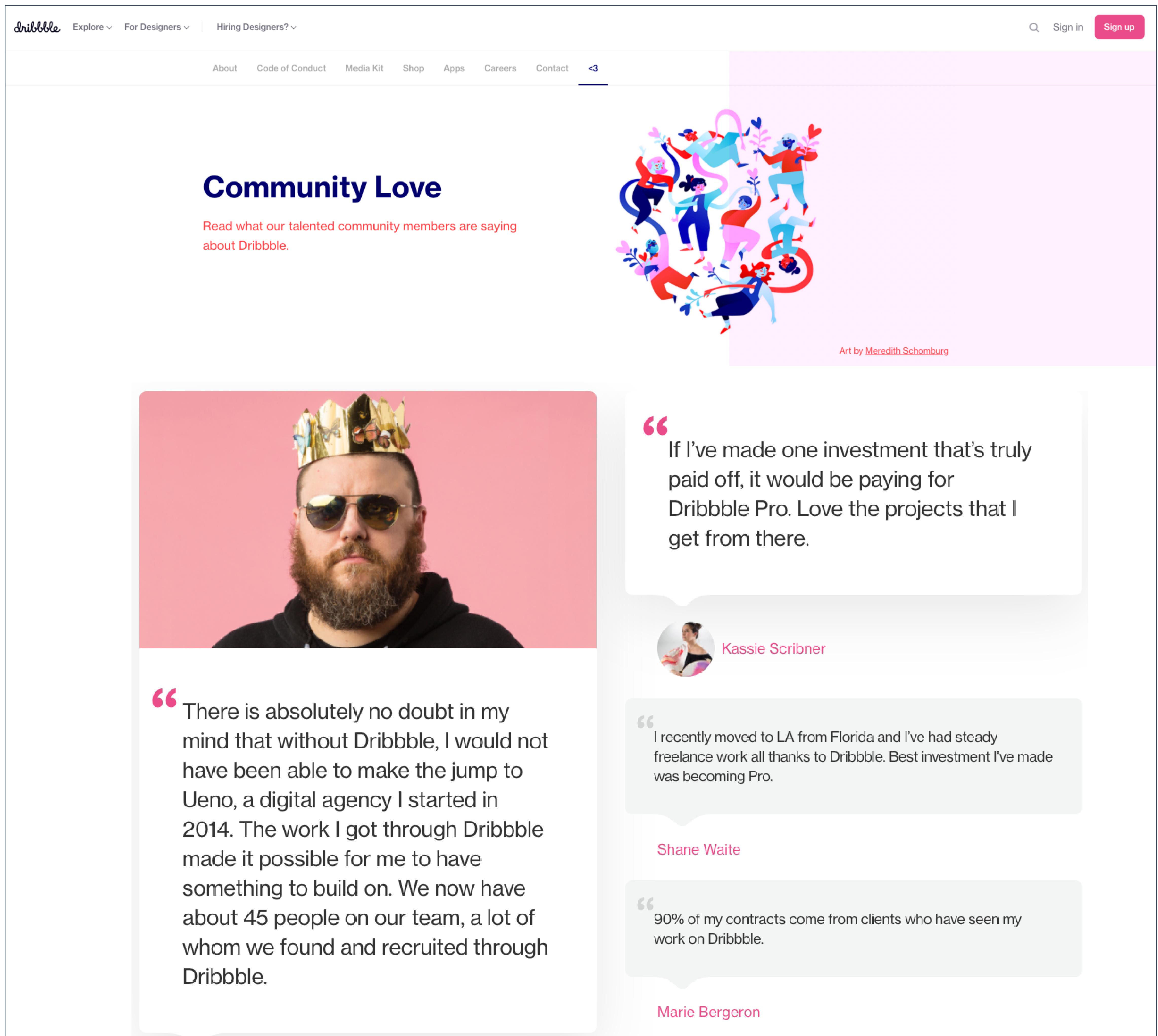
Joah Gerstenberg and Haley Higgins
Texas

Teen Duo From Texas Code A Calculator

Codeacademy'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 Codeacademy 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.

Dribble

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



The screenshot shows the Dribbble Testimonials page. At the top, there's a navigation bar with links for 'Explore', 'For Designers', 'Hiring Designers?', 'Sign in', and 'Sign up'. Below the navigation is a section titled 'Community Love' with a sub-instruction 'Read what our talented community members are saying about Dribbble.' To the right of this text is a colorful, abstract illustration of several stylized human figures in various colors (red, blue, pink) interacting with each other and with heart shapes and leaves. Below the illustration is the text 'Art by [Meredith Schomburg](#)'. On the left side of the main content area is a large portrait of a man with a beard and sunglasses, wearing a gold crown, set against a pink background. To the right of this portrait are three testimonial quotes in a speech-bubble format. The first quote is from 'Kassie Scribner', the second from 'Shane Waite', and the third from 'Marie Bergeron'. Each testimonial includes a small profile picture of the user and their name in pink text.

Community Love

Read what our talented community members are saying about Dribbble.

 Art by [Meredith Schomburg](#)

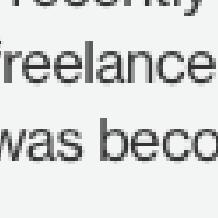


“ There is absolutely no doubt in my mind that without Dribbble, I would not have been able to make the jump to Ueno, a digital agency I started in 2014. The work I got through Dribbble made it possible for me to have something to build on. We now have about 45 people on our team, a lot of whom we found and recruited through Dribbble.

“ If I've made one investment that's truly paid off, it would be paying for Dribbble Pro. Love the projects that I get from there.

 Kassie Scribner

“ I recently moved to LA from Florida and I've had steady freelance work all thanks to Dribbble. Best investment I've made was becoming Pro.

 Shane Waite

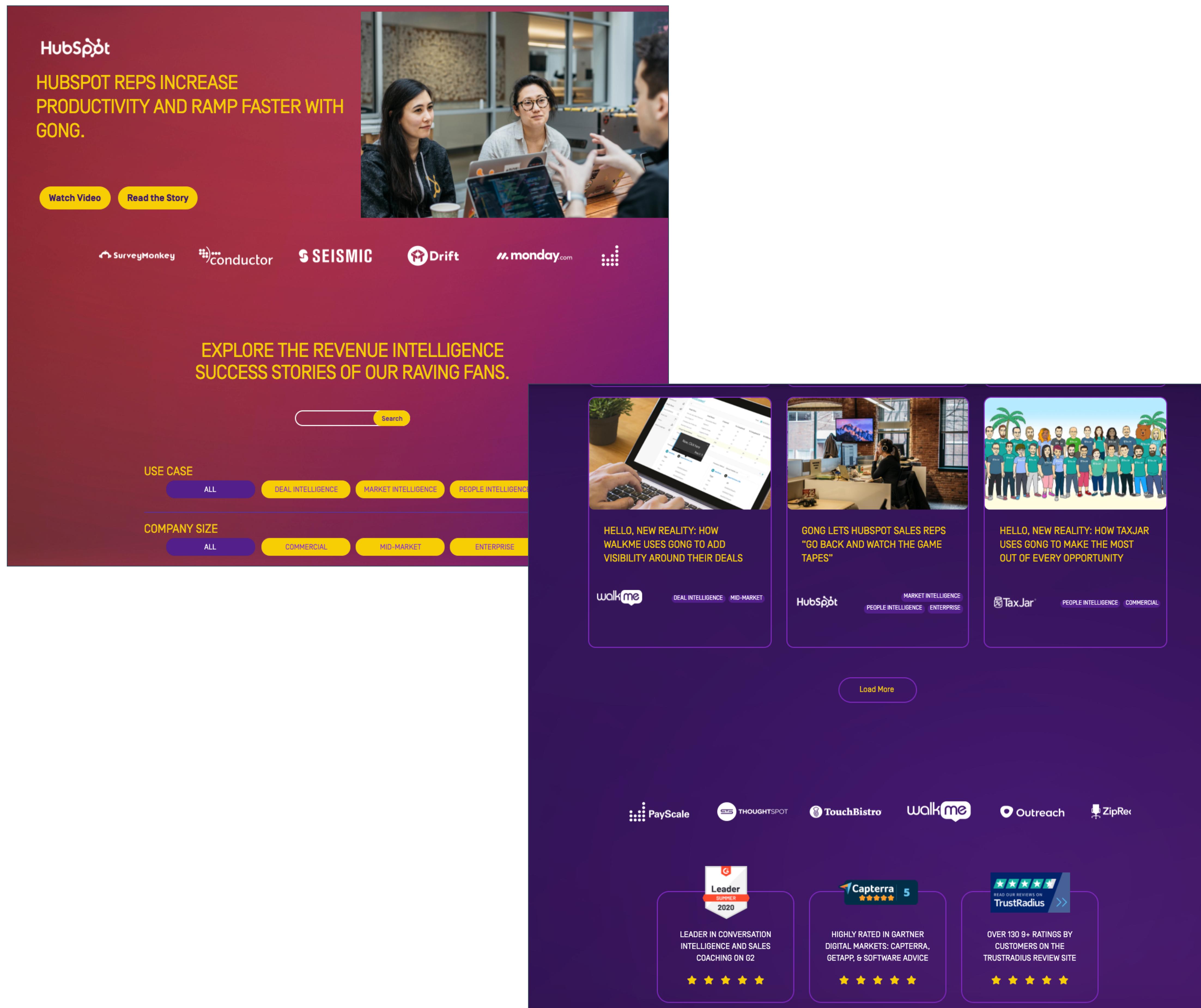
“ 90% of my contracts come from clients who have seen my work on Dribbble.

 Marie Bergeron

Dribble'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 Dribble 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/>



The screenshot shows the Gong Case Studies page. At the top, there's a red banner featuring a photo of three people in an office setting. Below the banner, the text "HUBSPOT REPS INCREASE PRODUCTIVITY AND RAMP FASTER WITH GONG." is displayed, with "Watch Video" and "Read the Story" buttons. A row of logos for SurveyMonkey, conductor, SEISMIC, Drift, monday.com, and a data visualization tool follows. The main content area has a purple gradient background. It features a search bar and filters for "USE CASE" (All, Deal Intelligence, Market Intelligence, People Intelligence) and "COMPANY SIZE" (All, Commercial, Mid-Market, Enterprise). Below these filters, three case study cards are shown: "WALKME" (Deal Intelligence, Mid-Market), "HubSpot" (Market Intelligence, People Intelligence, Enterprise), and "TaxJar" (People Intelligence, Commercial). Each card includes a photo, a brief description, and the company logo. At the bottom, there are logos for PayScale, ThoughtSpot, TouchBistro, WalkMe, Outreach, and ZipRecruiter. Three review badges are also present: G2 (Leader in Conversation Intelligence and Sales Coaching), Capterra (5 stars), and TrustRadius (5 stars).

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/>

The screenshot shows the Hotjar testimonial page. At the top, there is a navigation bar with links for Product, Pricing, Resources, Company, a red 'Try it free' button, and a 'Sign in' button. Below the navigation, there are three testimonial cards arranged horizontally. Each card features a company logo and name, a brief testimonial, and a photo of the user. The first card is for CCV, the second for Marlin, and the third for Audiense. The Marlin card includes a link to their case study: 'How Marlin Used Hotjar to Find Bugs and Improve the Experience'.

CCV
How CCV Used Hotjar to Grow Conversions

Marlin
How Marlin Used Hotjar to Find Bugs and Improve the Experience

Audiense
How Audiense Used Hotjar to Fix a Drop in Conversions

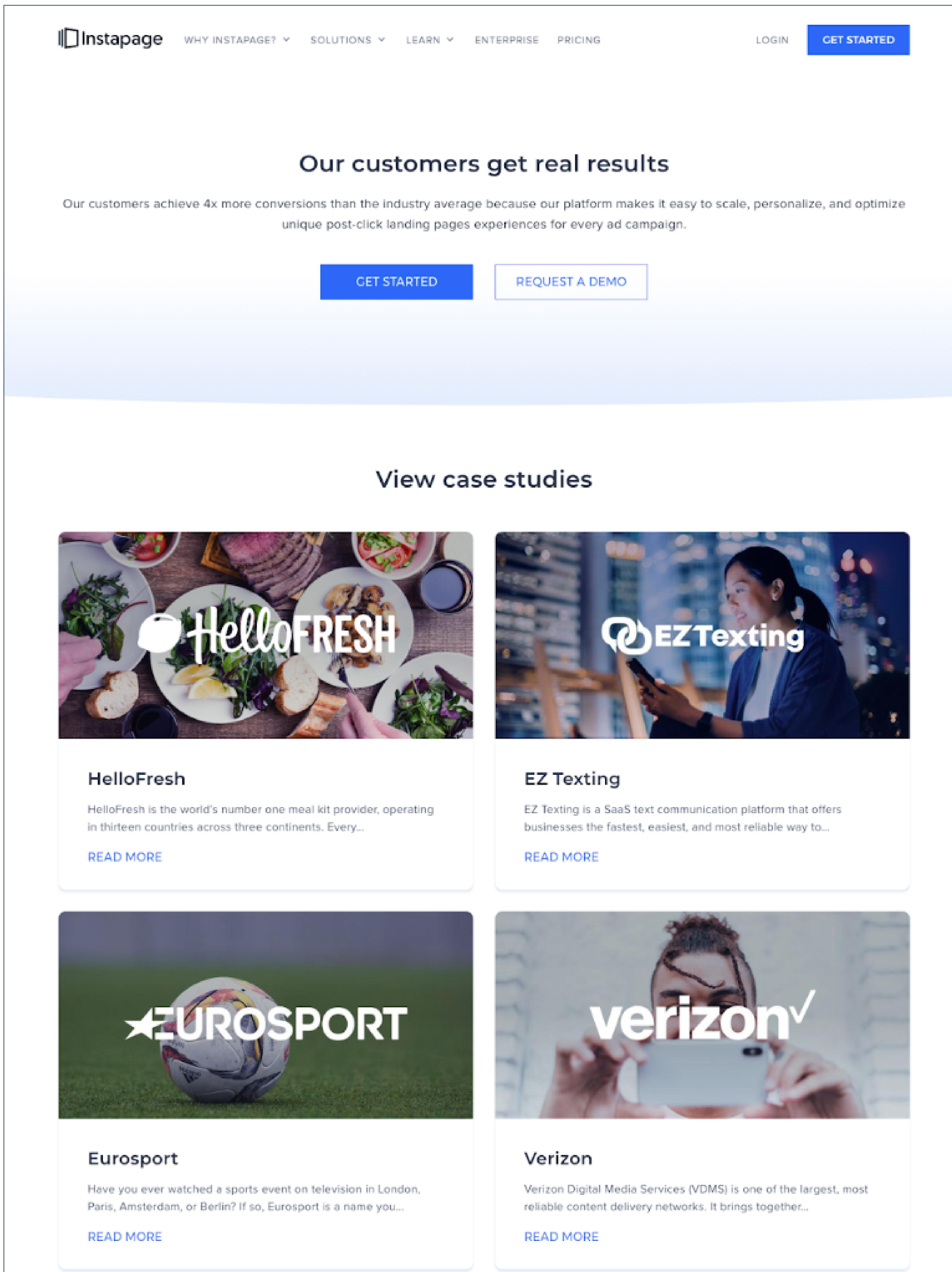
Brett Orr
Lead Product Owner

reed.co.uk

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>

A screenshot of the Instapage customer testimonial page. The header features the Instapage logo, navigation links for 'WHY INSTAPAGE?', 'SOLUTIONS', 'LEARN', 'ENTERPRISE', 'PRICING', 'LOGIN', and a 'GET STARTED' button. The main section is titled 'Our customers get real results' with a subtext: 'Our customers achieve 4x more conversions than the industry average because our platform makes it easy to scale, personalize, and optimize unique post-click landing pages experiences for every ad campaign.' Below this are two 'GET STARTED' and 'REQUEST A DEMO' buttons. The page then displays four case study cards: 'HelloFresh' (meal kit provider), 'EZ Texting' (text communication platform), 'Eurosport' (sports media), and 'Verizon' (content delivery network). Each card includes a thumbnail image, the company name, a brief description, and a 'READ MORE' link.

Our customers get real results

Our customers achieve 4x more conversions than the industry average because our platform makes it easy to scale, personalize, and optimize unique post-click landing pages experiences for every ad campaign.

GET STARTED REQUEST A DEMO

View case studies



HelloFresh

HelloFresh is the world's number one meal kit provider, operating in thirteen countries across three continents. Every...

[READ MORE](#)



EZ Texting

EZ Texting is a SaaS text communication platform that offers businesses the fastest, easiest, and most reliable way to...

[READ MORE](#)



Eurosport

Have you ever watched a sports event on television in London, Paris, Amsterdam, or Berlin? If so, Eurosport is a name you...

[READ MORE](#)



Verizon

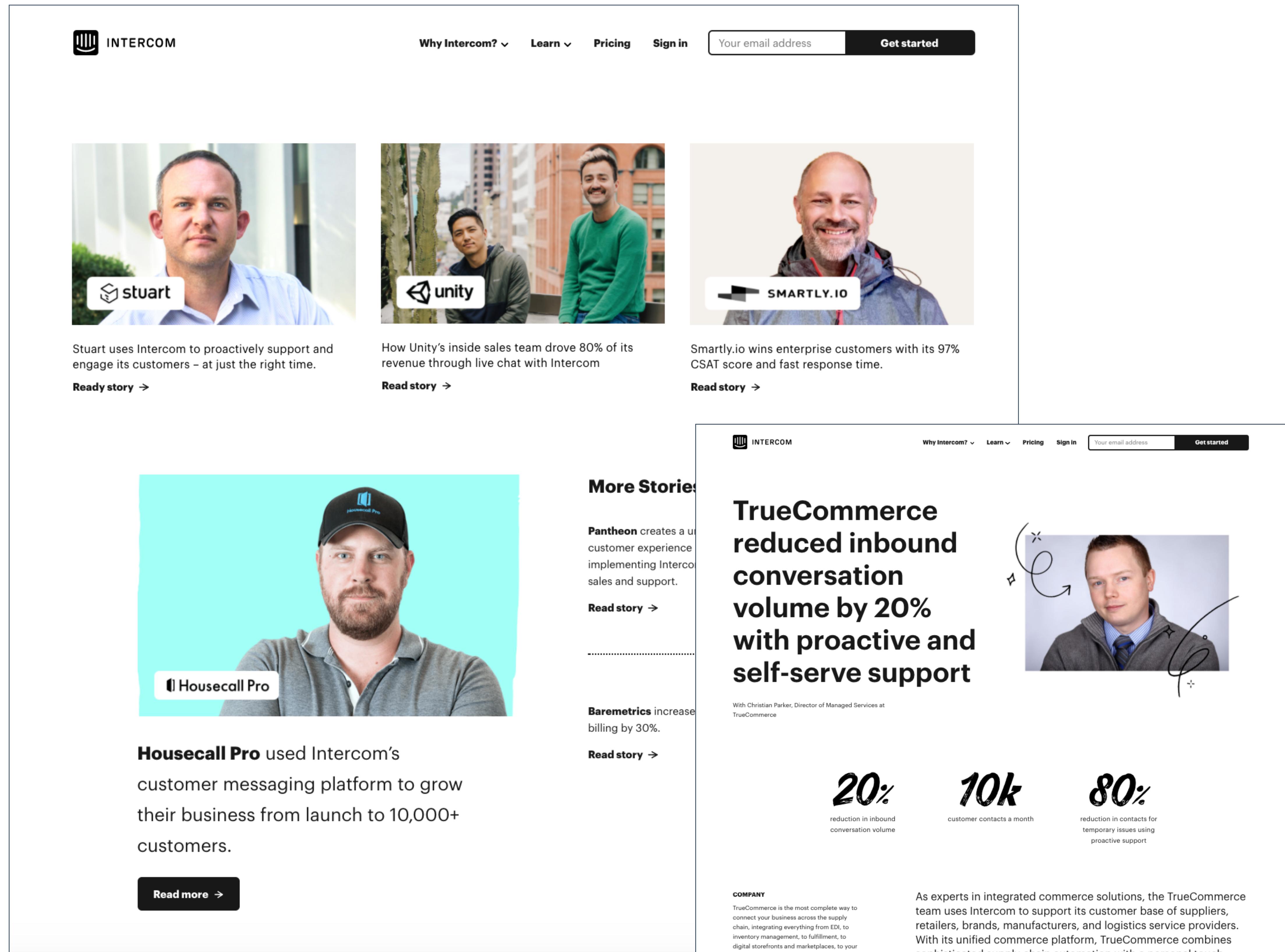
Verizon Digital Media Services (VDMS) is one of the largest, most reliable content delivery networks. It brings together...

[READ MORE](#)

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.

Intercom

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



The screenshot shows the Intercom customer testimonial page. At the top, there is a navigation bar with the Intercom logo, 'Why Intercom? ^v', 'Learn ^v', 'Pricing', 'Sign in', a search bar for 'Your email address', and a 'Get started' button.

The main content area features three testimonial cards:

- Stuart** (Pantheon): A man in a blue shirt. Text: "Stuart uses Intercom to proactively support and engage its customers – at just the right time." [Read story →](#)
- unity** (Unity): Two men, one in a grey shirt and one in a green shirt, sitting outdoors. Text: "How Unity's inside sales team drove 80% of its revenue through live chat with Intercom" [Read story →](#)
- SMARTLY.IO** (Smartly.io): A man in a grey jacket. Text: "Smartly.io wins enterprise customers with its 97% CSAT score and fast response time." [Read story →](#)

Below these cards is a section titled "More Stories" featuring a testimonial for **Housecall Pro**:

Housecall Pro used Intercom's customer messaging platform to grow their business from launch to 10,000+ customers. [Read more →](#)

The right side of the page is a detailed testimonial for **TrueCommerce**:

TrueCommerce reduced inbound conversation volume by 20% with proactive and self-serve support

With Christian Parker, Director of Managed Services at TrueCommerce

Key statistics:

- 20%** reduction in inbound conversation volume
- 10k** customer contacts a month
- 80%** reduction in contacts for temporary issues using proactive support

Information about TrueCommerce:

- COMPANY**: TrueCommerce is the most complete way to connect your business across the supply chain, integrating everything from EDI, to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system, and to whatever comes next. <https://www.truecommerce.com/>
- HEADQUARTERS**: Cranberry Township, PA
- INDUSTRY**: Information Technology and Services
- KEY FEATURES USED**: Intercom API, Team Inbox, Outbound Messages, Custom Bots, Articles

The launch of in-app support

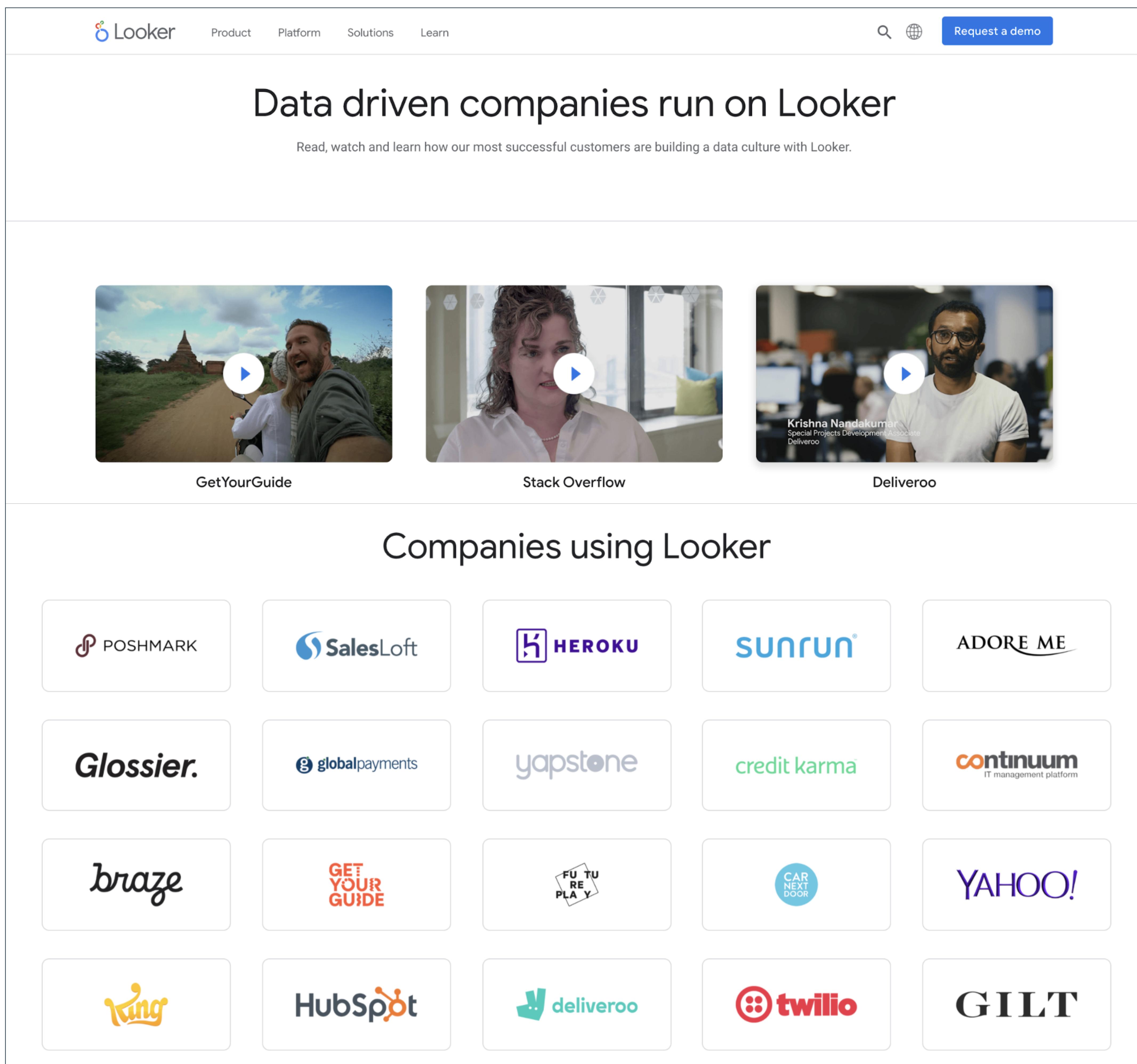
In recent years, TrueCommerce has significantly expanded its product offering, with customers now able to visually package and manage warehouse orders and shipments for their solutions. They can also leverage one of the platform's many ecommerce integrations to sell their products on household-name websites like Amazon, Walmart, or Target – with TrueCommerce managing everything behind the scenes.

The Foundry Platform acts as the central hub for customers, where they can manage everything from inventory planning to designing their own digital storefront. There, they can also access the TrueCommerce Support Center directly if issues arise.

Intercom has a classic visual layout that includes great headshots of real customers. These testimonials are presented as case studies and are heavy on the stats. Additionally, each case study gives readers great information about the customer's company and industry, what key Intercom features contributed to their positive results, and a thorough explanation of identified pain points and solutions.

Looker

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

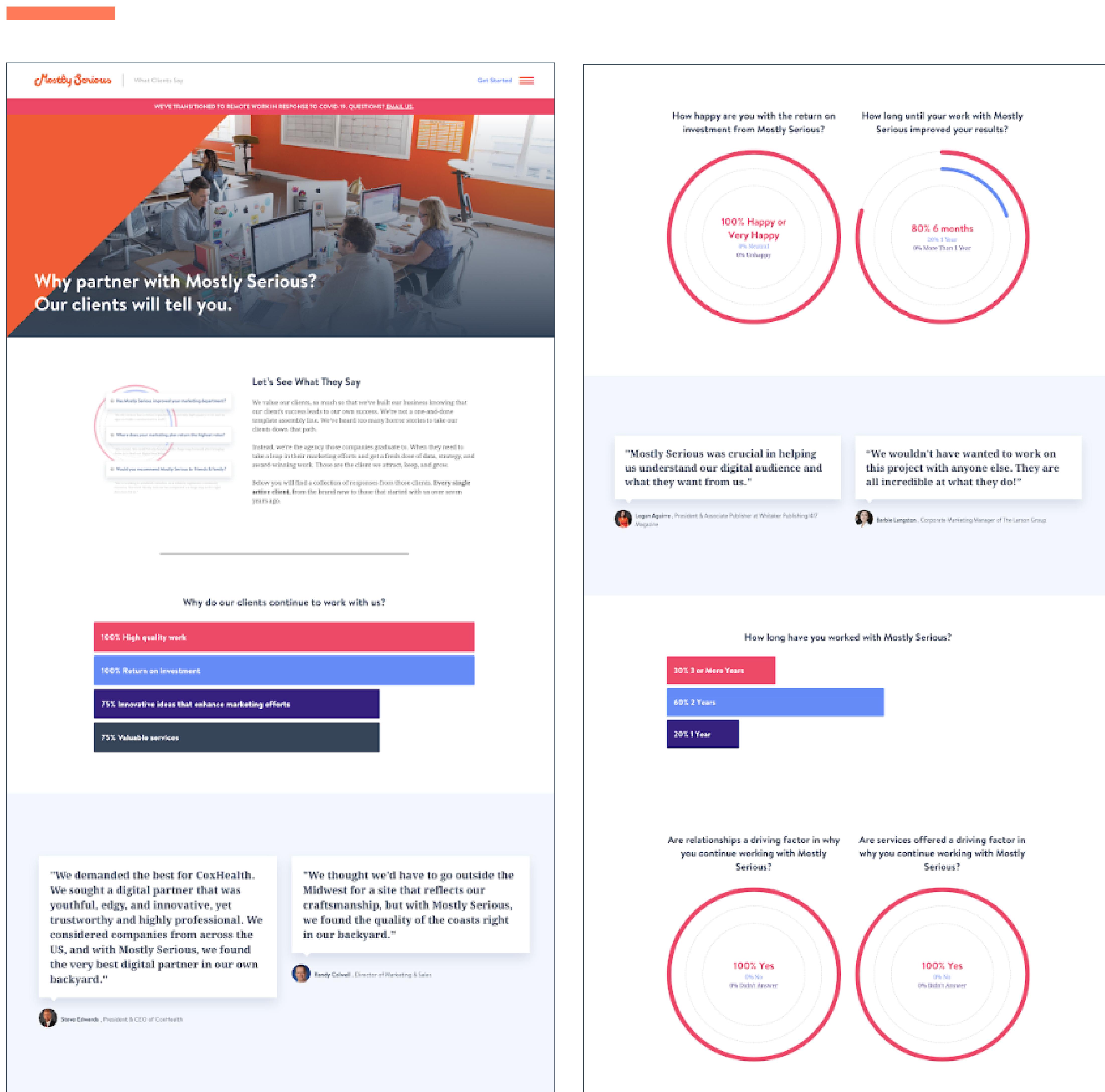


The screenshot shows the Looker customer testimonial page. At the top, there is a navigation bar with the Looker logo, a search bar, and a 'Request a demo' button. The main heading is 'Data driven companies run on Looker'. Below the heading, a subtext reads 'Read, watch and learn how our most successful customers are building a data culture with Looker.' There are three video thumbnails: 'GetYourGuide', 'Stack Overflow', and 'Deliveroo', each with a play button. Below the videos, there is a section titled 'Companies using Looker' with a grid of 20 company logos, including POSHMARK, SalesLoft, HEROKU, SUNRUN, ADORE ME, Glossier, globalpayments, yapstone, credit karma, continuum, braze, GET YOUR GUIDE, FUTURE PLAY, CAR NEXT DOOR, YAHOO!, King, HubSpot, deliveroo, twilio, and 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

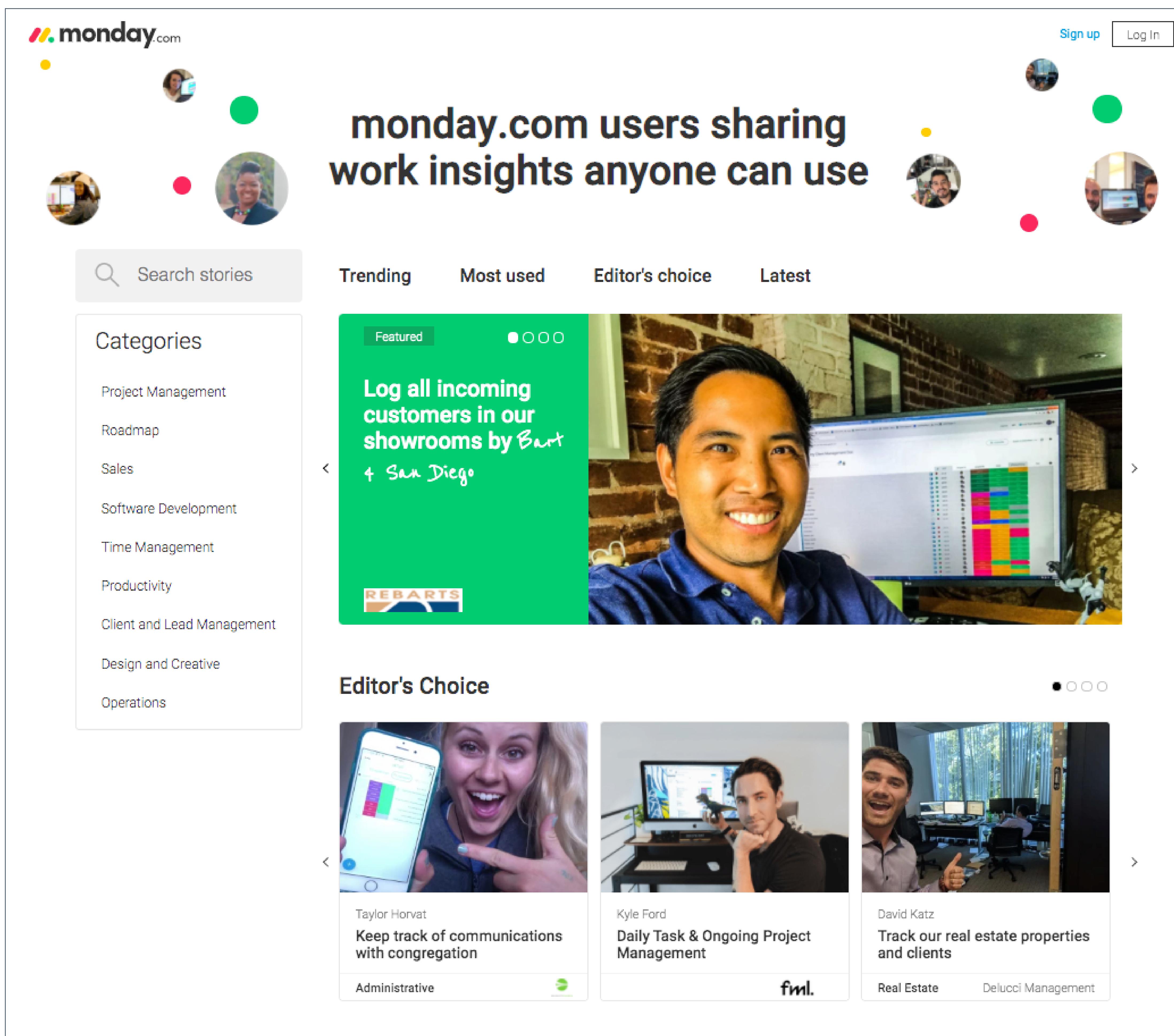
Testimonial Page URL: <https://www.mostlyserious.io/services/what-clients-say>



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

The screenshot shows the PandaDoc Case Studies page. At the top, there's a testimonial from Cassandra Wit, VP Delivery & Client Success at JUMPCREW. The testimonial video player has a play button and a volume icon. Below the video, there are two case study cards. The first card, for Mercury ISS, shows a computer screen with code and the Mercury logo, with the text: "Mercury ISS saw a 50% increase in annual revenue". The second card, for Cyberbytes, Inc., shows a bathroom interior and the Northtowns Remodeling logo, with the text: "Cyberbytes, Inc. helped Northtowns Remodeling decrease their estimate creation time to 5 minutes". On the left side of the page, there are filters for "All case studies", "Categories" (Software, Creative, Consulting, Education, Healthcare, Manufacturing, Media, Financial, Legal, Other), and "Roles" (Sales, Marketing, HR, Ops, CS).

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

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."

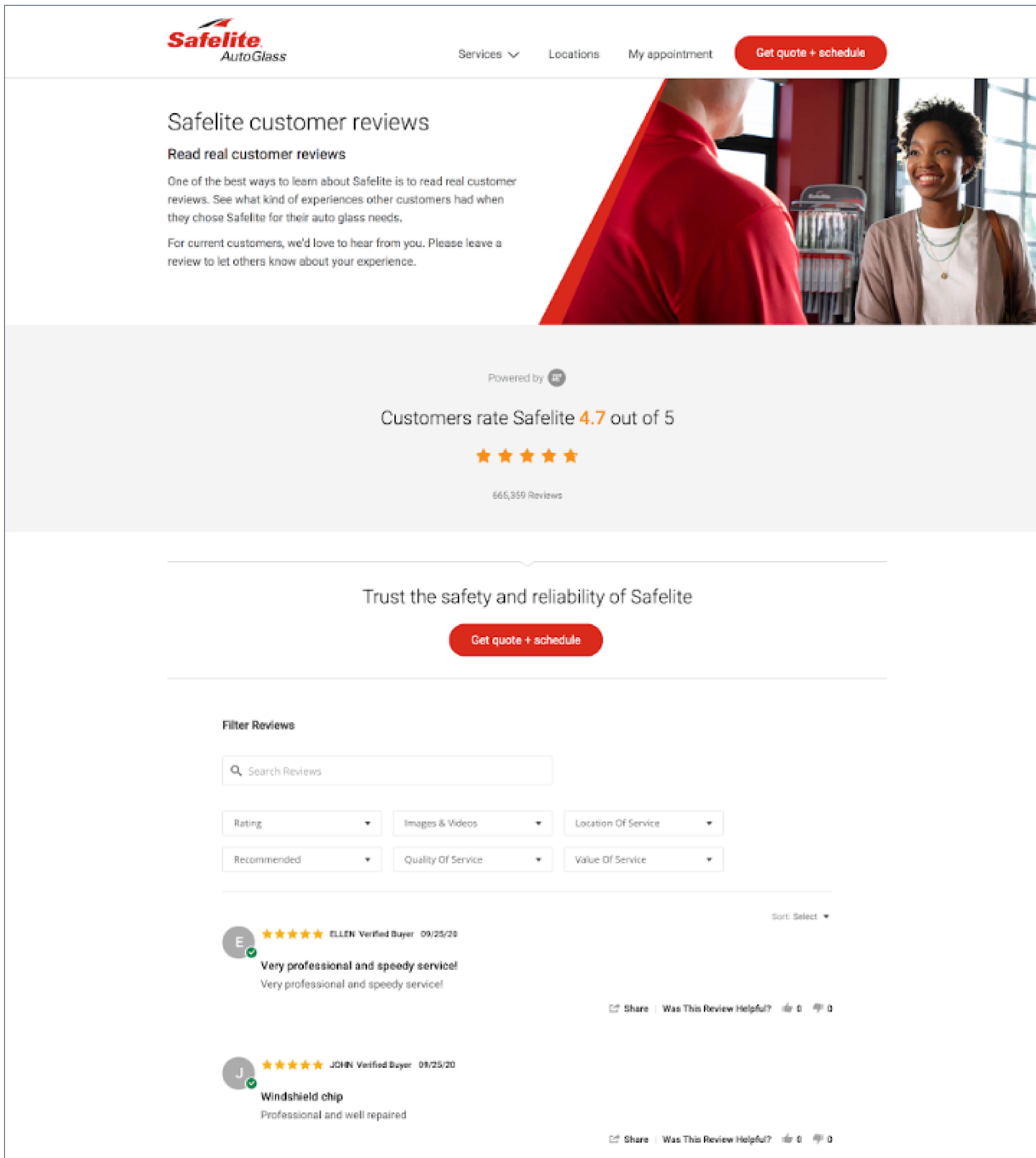
Courtney K, 27
"I think skincare is loving yourself. This is just another way to say, like, I wanna take care of myself, I'm going to put this effort in and make myself feel proud of what I'm doing."

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>



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>

SCOTT'S CHEAP FLIGHTS

How It Works Premium Member Stories Guides Invite Login Sign 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 →



"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



"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.

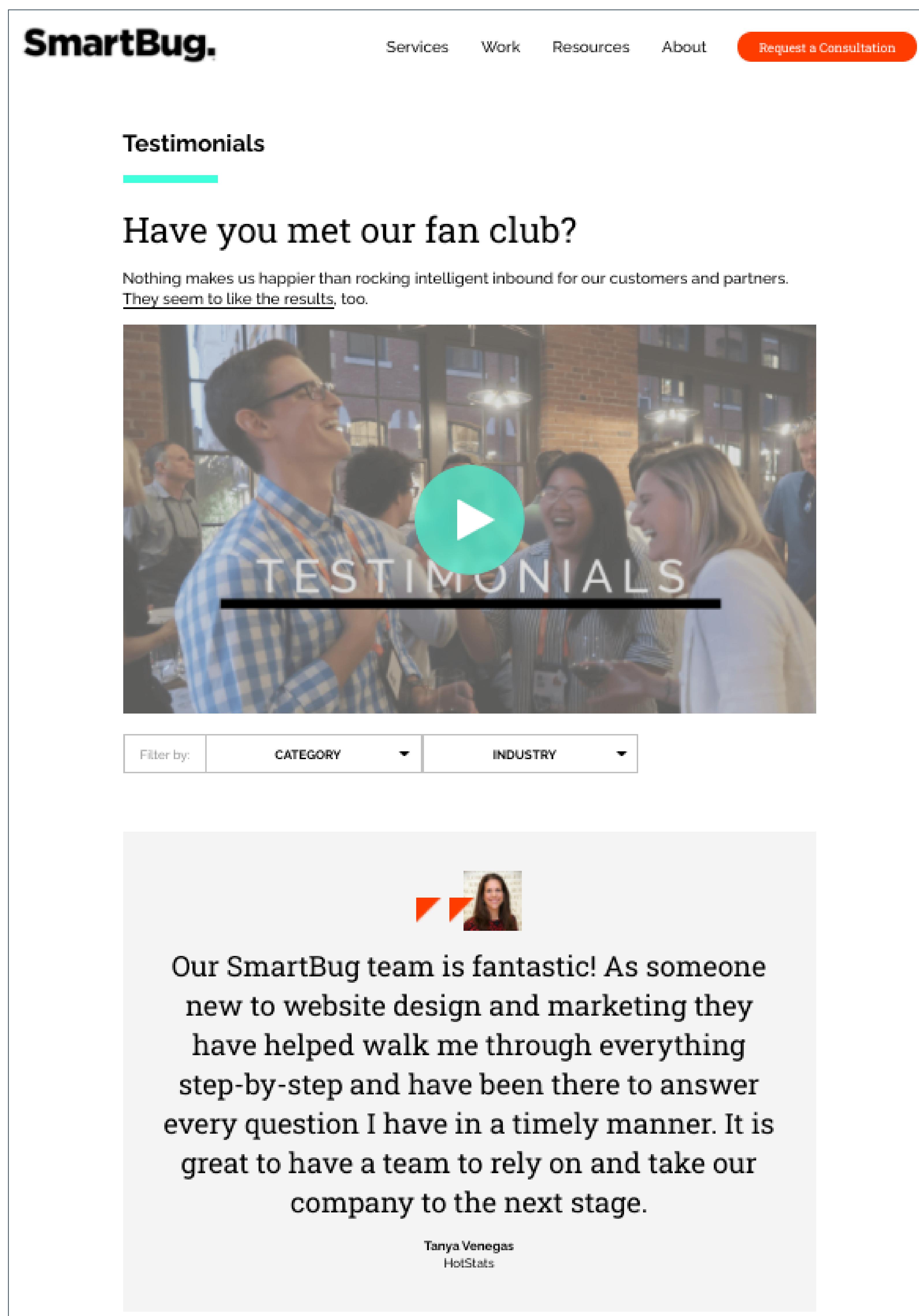
Popular destinations
Get email alerts about cheap flights to popular international destinations, Hawaii and Alaska.

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>

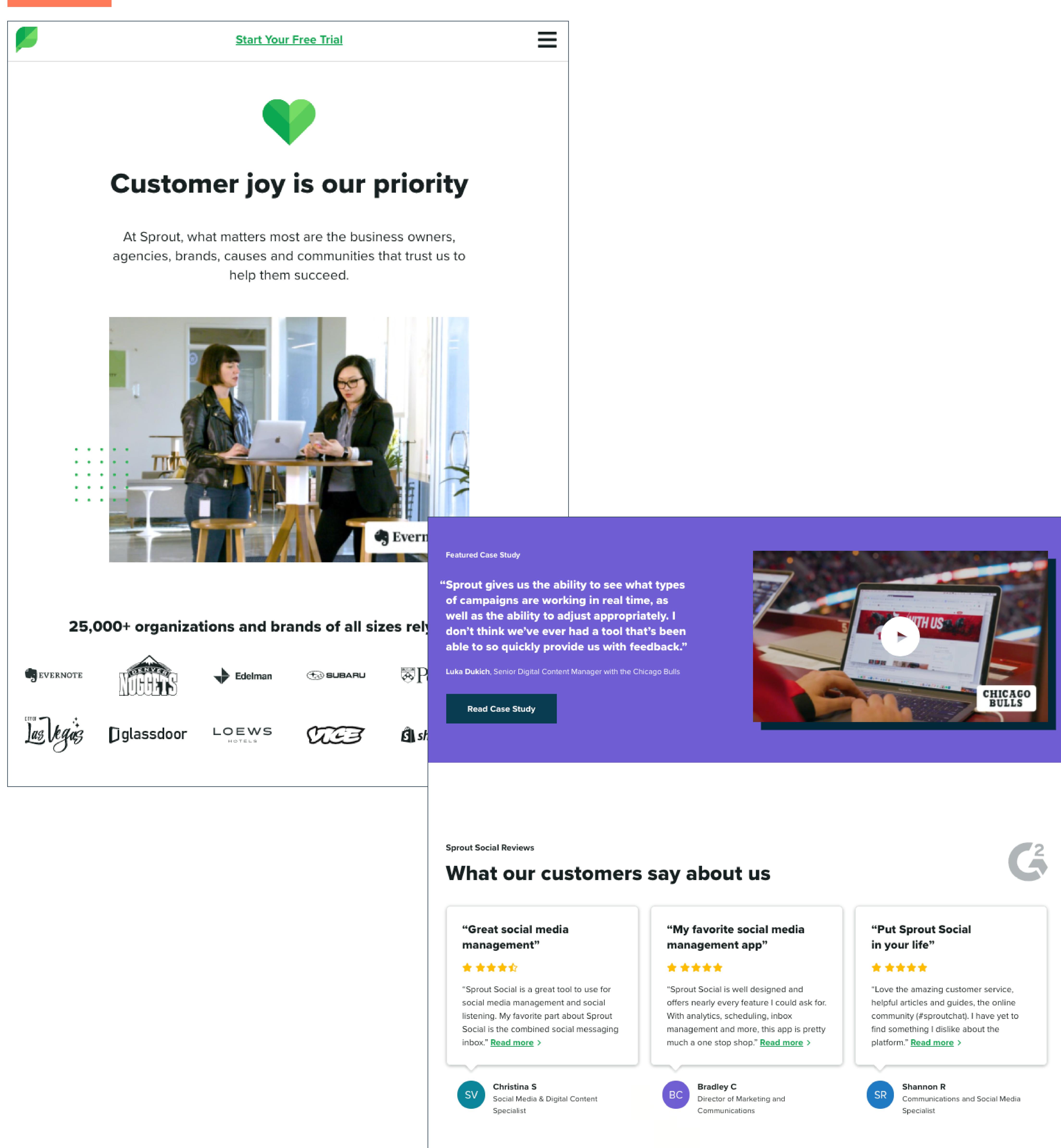


The screenshot shows the SmartBug Testimonials page. At the top, the SmartBug logo is on the left, and a navigation bar with 'Services', 'Work', 'Resources', 'About', and a 'Request a Consultation' button is on the right. Below the navigation is a section titled 'Testimonials' with a sub-section header 'Have you met our fan club?'. A subtext reads: 'Nothing makes us happier than rocking intelligent inbound for our customers and partners. They seem to like the results, too.' Below this is a video thumbnail showing three people laughing, with a play button overlay and the word 'TESTIMONIALS' overlaid. Below the video are filtering options: 'Filter by:', 'CATEGORY', and 'INDUSTRY'. The main content area features a testimonial from Tanya Venegas of HotStats. Her photo is at the top, followed by her testimonial text: '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.' Below the testimonial is her name and company: '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/>



The screenshot shows the Sprout Social customer testimonial page. At the top, there's a large green heart icon and the text "Customer joy is our priority". Below this, a quote from Evernote states: "At Sprout, what matters most are the business owners, agencies, brands, causes and communities that trust us to help them succeed." A photo of two women working in an office is shown. The page then transitions into a purple section featuring a video player with a Chicago Bulls video. The video player has a play button in the center. Below the video, there's a "Read Case Study" button. The purple section also contains logos for Evernote, Denver Nuggets, Edelman, Subaru, P&G, Las Vegas, Glassdoor, Loews Hotels, Vice, and SheKnows. The bottom section is titled "Sprout Social Reviews" and "What our customers say about us". It features three testimonial cards with 5-star ratings and quotes from Christina S, Bradley C, and Shannon R. Each testimonial includes a small profile picture and their name and title. The G2 logo is in the top right corner of this section.

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

EVERNOTE  Edelman  P&G  Glassdoor  VICE 

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 >](#)

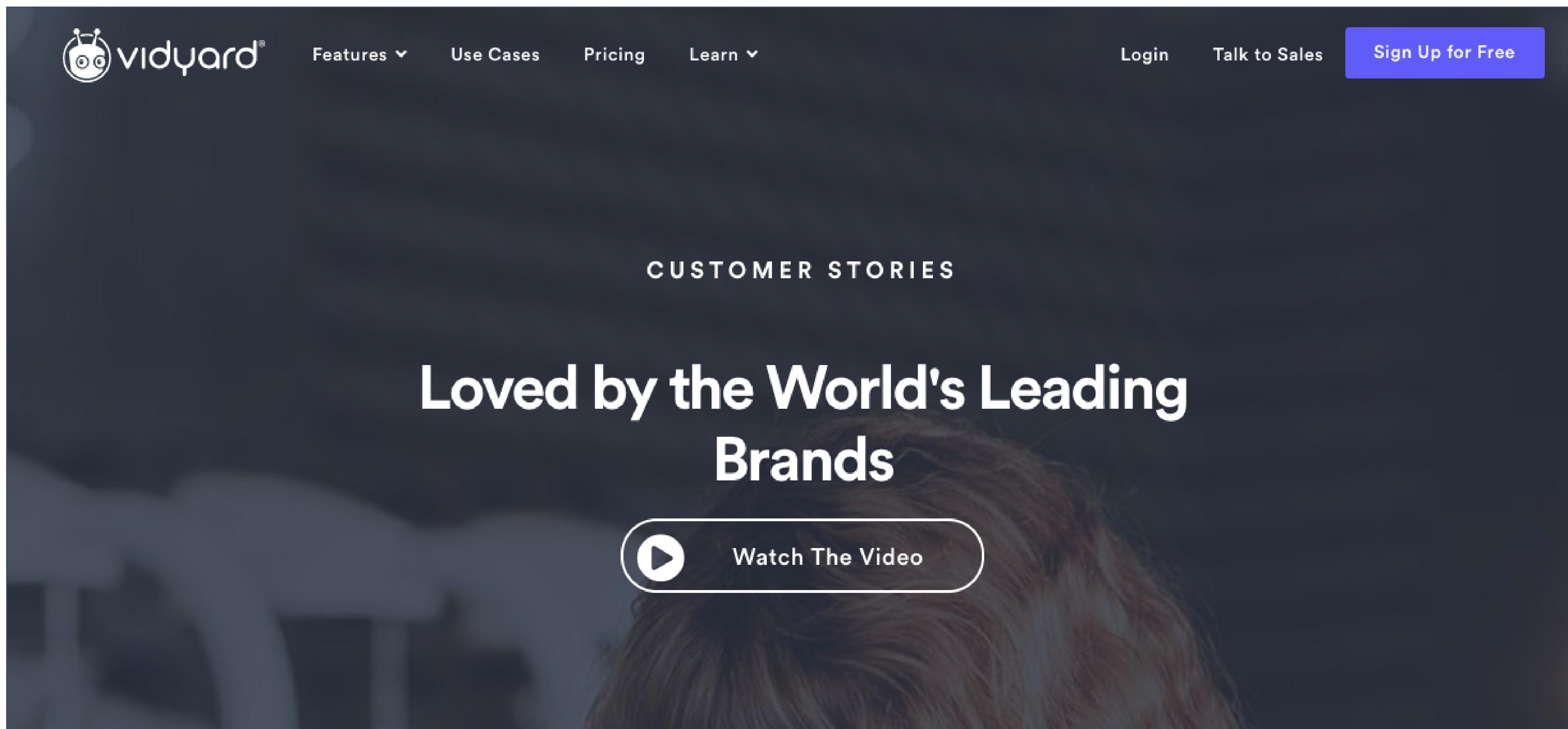
Shannon R
Communications and Social Media Specialist

G2

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/>



The screenshot shows the Vidyard customer stories page. At the top, there is a dark banner with the Vidyard logo, navigation links (Features, Use Cases, Pricing, Learn), and a 'Sign Up for Free' button. Below the banner, the text 'CUSTOMER STORIES' is centered. The main heading 'Loved by the World's Leading Brands' is displayed in large white text. Below this is a 'Watch The Video' button with a play icon. The background of the main section features a blurred image of a person with long hair. Below the main section, there is a row of logos for various customers: act-on, miovision, LinkedIn, Marketo, Microsoft, taulia, and TRADESHIFT. The main content area contains three customer success stories in cards:

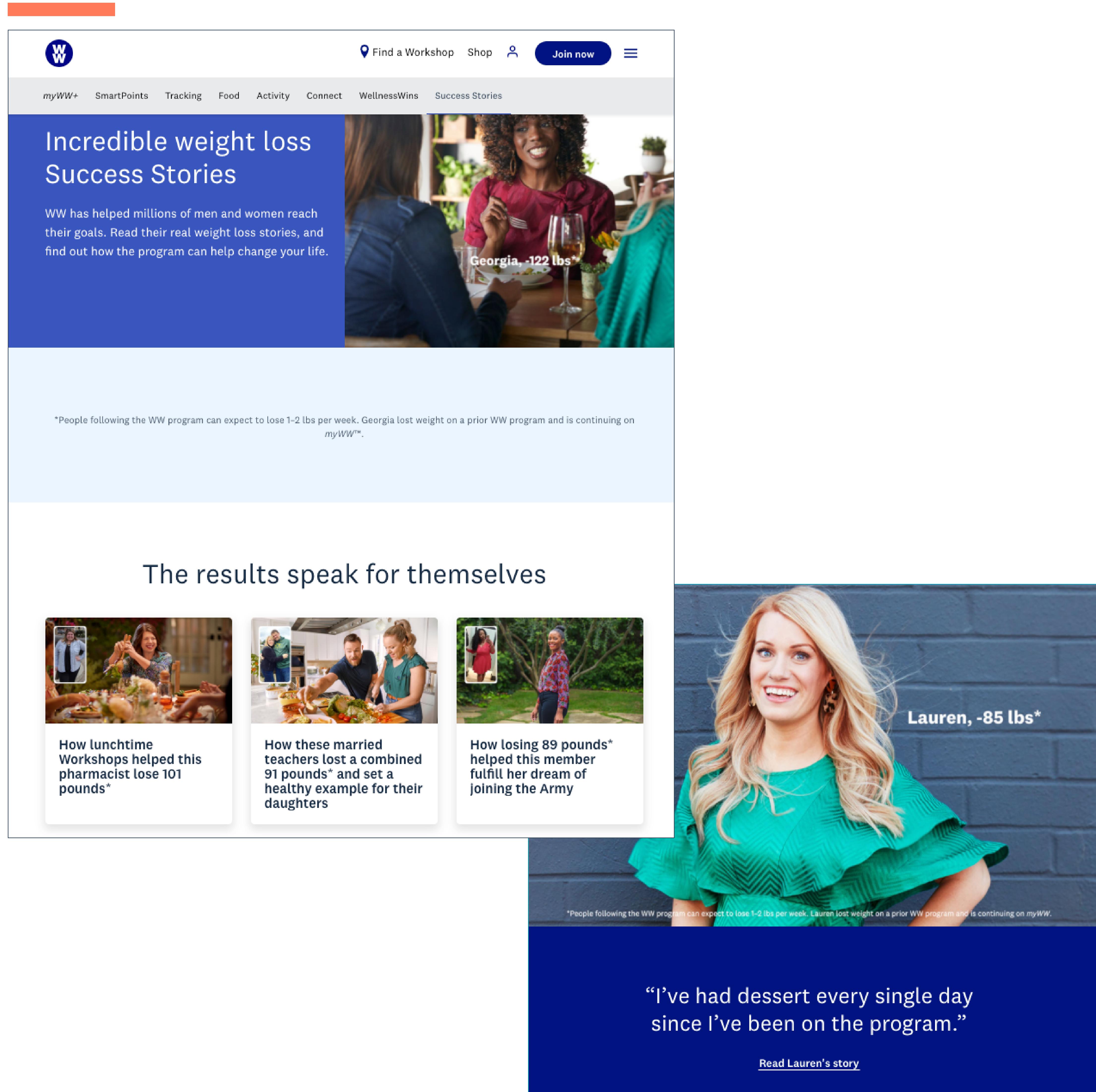
- 1Huddle**
Video Helps 1Huddle Achieve a 68% Email Open Rate
- Act-On**
40% More Leads, 100% Happier Sales Team
- Amnesty International Canada**
A Very Personal Thank You

Amnesty International Canada's card features a yellow box with the text 'YOU HAVE DEFENDED THE HUMAN RIGHTS OF MILLIONS AROUND THE GLOBE.' and an icon of a globe.

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>



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.

*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

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

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

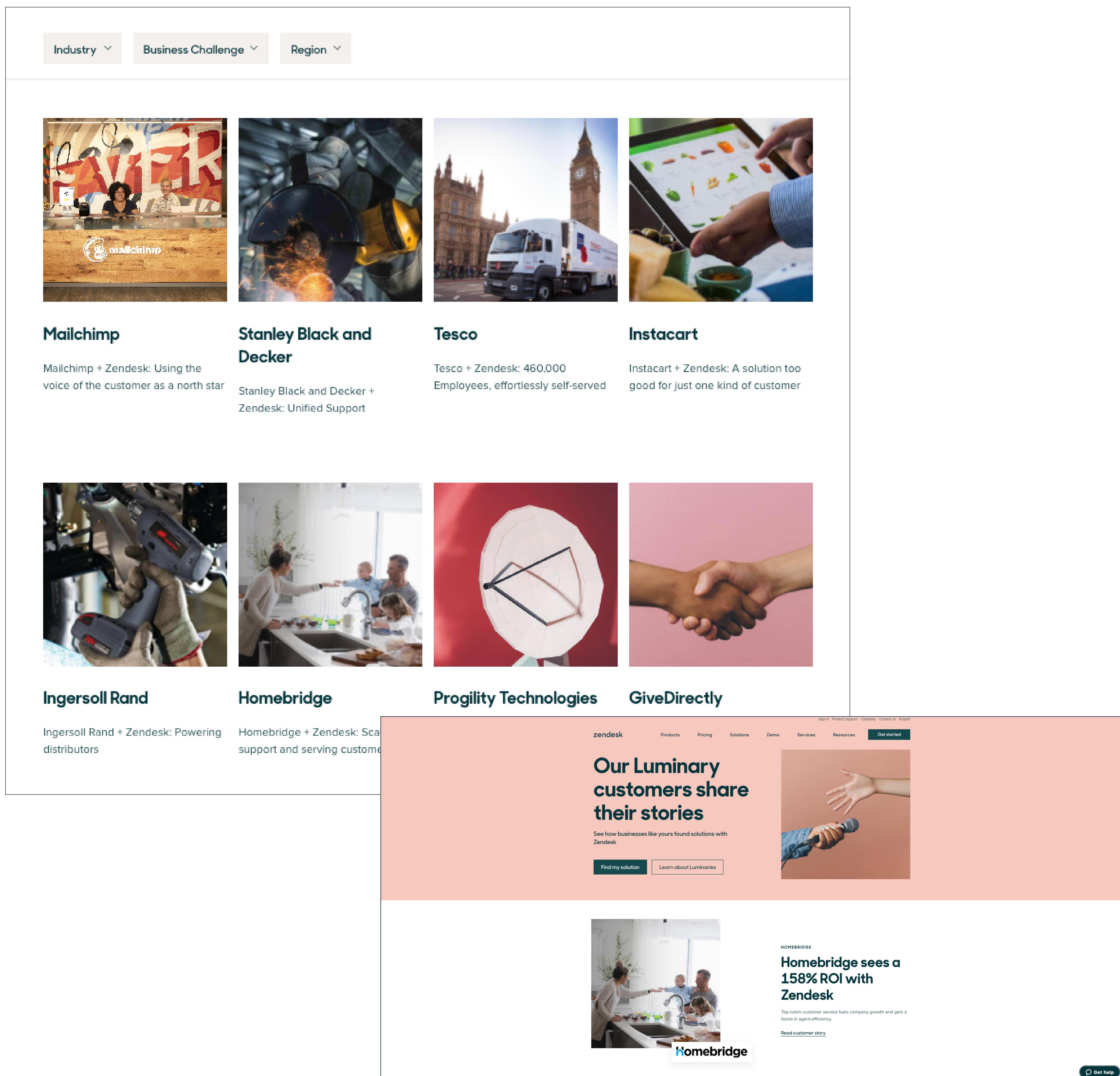
4:40 min read

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/>



The screenshot shows a grid of company profiles and a detailed testimonial for Homebridge. The top section features four company cards: Mailchimp, Stanley Black and Decker, Tesco, and Instacart. Each card includes a small image, the company name, and a brief description of their Zendesk implementation. Below this is a row of four smaller images: a power tool, a family in a kitchen, a circular diagram, and a handshake. The bottom section is a detailed testimonial for Homebridge, featuring a photo of a family in a kitchen, the Homebridge logo, and text about their 158% ROI with Zendesk.

Industry	Business Challenge	Region	
Mailchimp	Stanley Black and Decker	Tesco	Instacart
Mailchimp + Zendesk: Using the voice of the customer as a north star	Stanley Black and Decker + Zendesk: Unified Support	Tesco + Zendesk: 460,000 Employees, effortlessly self-served	Instacart + Zendesk: A solution too good for just one kind of customer
Ingersoll Rand	Homebridge	Progility Technologies	GiveDirectly
Ingersoll Rand + Zendesk: Powering distributors	Homebridge + Zendesk: Scaling support and serving customers	See how businesses like yours found solutions with Zendesk	Find my solution Learn about Luminaries
Our Luminary customers share their stories			
See how businesses like yours found solutions with Zendesk			
Find my solution Learn about Luminaries			
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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