



Lori Cotton

Global Product Marketing at One Identity

Extensive contextual reviews have supported our marketing content and improved customer outreach

Highlights

I love PeerSpot for its comprehensive reviews and user-friendly widgets, which I use across all marketing efforts. It's superior to previous solutions, and the customer relationship team is very helpful. I have no improvements.

What is our primary use case?

“We use [PeerSpot](#) reviews in every aspect of marketing, from product pages to social promotion, in pitch decks to customer success stories..”

How has it helped my organization?

“[PeerSpot](#) has given us so many great reviews with context, making them easy to share on the website and with prospects with a simple link..”

What is most valuable?

“I love the ready-made widgets that we can incorporate on our website anywhere, and I can customize them as new reviews come online..”

For how long have I used the solution?

“We have used the solution for many years..”

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

“We use Gartner Peer Insights as well. It is not as user-friendly, and the reviews are not nearly as comprehensive..”

What other advice do I have?

“The customer relationship team is so helpful, often providing ideas for use of the content and ideas for generating more reviews..”



PeerSpot

For more in-depth insights from real user reviews

[Download PeerSpot Buyer's Guide](#)

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

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