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Retargeting campaigns have driven qualified leads and are shaping our content and outreach strategy

Highlights

I primarily use PeerSpot for retargeting, which significantly boosts qualified MQLs. Their responsive team offers great support and insights from customer reviews. I'd like to see more focus on lead generation and AI's impact on their platform.

What is our primary use case?

“My main use case for [PeerSpot](#) is the retargeting pixel campaign, using their audiences to retarget display banner ads to help find middle of funnel content.

“I can give a specific example of how I've used the retargeting pixel with [PeerSpot](#)'s audience. We were looking to serve one of our newest white papers to a middle of funnel and bottom of funnel audience, and using the targeting through other channels and platforms did not allow us that scope to find that specific audience. Using PeerSpot allowed us to serve to that audience that already knew our product and allowed us to achieve our MQL goal.

“Working with the team has helped us achieve our goals. The PeerSpot team has been really responsive and receptive to my suggestions and recommendations, and

also provided me feedback on how I can optimize my campaign..”

What is most valuable?

“In my opinion, the best features PeerSpot offers are honestly their team, as they have been really receptive and given me the answers that I need as I'm looking for them. I haven't had many issues with response time when I have questions about AI and how AI is affecting some of the landing page results. Within the next day or two, I had a response on how PeerSpot is combating that and how they're utilizing AI to improve their system as well.

“PeerSpot has positively impacted my organization by allowing us to look at the other side of the reviews and how customers and people in the software security space actually view our products and how we can improve or change that. For example, we saw a review that was left, and based on that review, we were able to send it to sales and they were able to reach out to that specific individual and improve that experience based on finding their review..”

For how long have I used the solution?

“I have been in the digital marketing space for over ten years, working with Black Duck for almost six. I have been using PeerSpot for over the past four years, starting with lead generation campaigns and retargeting pixel, and then over the years I have continued with the retargeting pixel..”

How are customer service and support?

“PeerSpot team has been really responsive and receptive to my suggestions and recommendations, and also provided me feedback on how I can optimize my

campaign.

“When I mention their responsiveness and the way they handle AI-related questions, I can say that the support has helped me tailor how I want to do my campaigns, what platforms I decide to place them in, and how I talk about it to the other parts of my team about how PeerSpot can be helpful in terms of lead generation, reviews, and how all that together can help with our AI results and how we show up on analytics..”

What was our ROI?

“As a result of using PeerSpot, I have seen specific outcomes such as more qualified MQLs and more qualified leads, and I would love to continue to explore how we can improve what we are doing now in the future..”

What other advice do I have?

“Regarding PeerSpot's AI capabilities, I think the governance security is fine, and I do not have much to comment on. I gave this review a rating of eight..”



PeerSpot

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About PeerSpot

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