

## See the L GHT at the End of the Dark Funnel



1 UNDERSTAND

Buyers don't start with your brand.

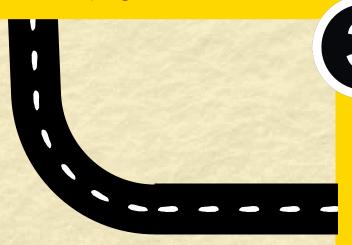
Most of the journey happens before they ever talk to sales.

2



See who's really researching.
PeerSpot reveals the companies
and individuals showing intent
so you can identify the full
buying committee.





INFLUENCE

Insert trust early.
Use review quotes and comparison insights to show up in the moments that

matter most.

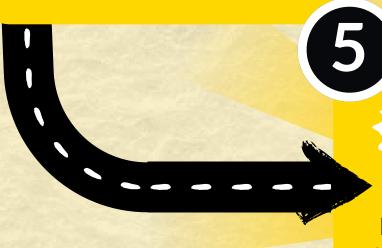
4



Give sales the signals.

Send real-time buyer research data to your reps so they reach out with timing and context.





CONVERT

Turn invisible interest into visible pipeline.

PeerSpot helps you win deals that would've slipped through the cracks.