

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

DETECT

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

3

INFLUENCE

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

4

ACTIVATE

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

5

CONVERT

Turn invisible interest into visible pipeline.
PeerSpot helps you win deals that would've slipped through the cracks.