

Demand Generation Solutions

Leads From Buyers Actively Researching and Evaluating Solutions

PeerSpot connects you directly with buyers who are actively researching your category, comparing vendors, and preparing to make a decision.

Buyers come to PeerSpot to get the insights they need to make confident decisions



Read detailed, real-world customer reviews



Compare vendors based on real use cases



Understand strengths, tradeoffs, and outcomes

Buyers on PeerSpot are ready to act



70%
of buyer research is completed before sales engagement



68%
have budget now



30%
are ready to buy within 90 days

Our Demand Generation Offerings

1 LEADS (MQL + Nurture First Leads)

High-intent leads from active evaluation and intent-driven outreach.

✓ **MQL Leads**
Buyers actively researching and evaluating solutions on PeerSpot. Reading reviews, downloading Buyer Guides, and comparing options.

✓ **Nurture First Leads**
Intent data identifies in-market companies. Targeted outreach converts that activity into leads for nurture and outbound programs.

Business Impact:

- ✓ Higher-quality pipeline
- ✓ Stronger conversion rates
- ✓ Faster sales cycles

2 PEERPIXEL™ (Targeting & Retargeting)

Access and activate audiences of buyers actively researching your category.

✓ Place tracking pixels across PeerSpot categories

✓ Build audience segments from active researchers

✓ Activate across ad platforms (LinkedIn, Google, and more)

✓ Surround buyers with your messaging beyond PeerSpot

Business Impact:

- ✓ Stronger campaign performance
- ✓ More precise ABM targeting
- ✓ Increased conversion from known in-market buyers

3 PEERINTENT™ (Buyer Intelligence)

Visibility into which companies are actively researching your products and competitors.

✓ Company-level research signals

✓ Competitor tracking (who they're evaluating)

✓ CRM and ABM integrations

✓ API and CSV delivery

Business Impact:

- ✓ Identify in-market accounts earlier
- ✓ Enable targeted outbound and ABM campaigns
- ✓ Prioritize sales outreach

How It All Works Together

Align your strategy to real buyer behavior and capture demand at the moment decisions are being made.



IDENTIFY DEMAND
PeerIntent



CAPTURE DEMAND
MQL + Nurture First Leads



ACTIVATE & CONVERT DEMAND
PeerPixel



Proven Results

300+ opportunities created through intent programs

500+ MQLs and \$1M+ influenced pipeline

Higher conversion rates earn you customer-backed proof and active intent