

# Dark Funnel Activation Playbook

Turn invisible buyer research into  
visible pipeline using PeerSpot



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# Introduction

Buyers don't begin their journey by visiting your website or filling out a form. They start by asking peers, reading reviews, comparing vendors, and quietly validating their options. This entire phase—unseen by your CRM—is the dark funnel.

**According to Gartner, only 17% of the B2B buying journey involves speaking with potential vendors. The other 83% is spent independently researching, discussing internally, and evaluating options anonymously. (Gartner source)**

If you're not influencing buyers in the dark funnel, you're not just late—you're losing shortlist spots, losing internal consensus, and losing control of the decision before it ever enters your pipeline.

This playbook shows you how to uncover dark funnel activity using PeerSpot and turn it into real pipeline. Every step aligns to how modern buyers behave, so you can engage earlier, earn trust faster, and convert more deals.



# Step 1: Understand the Dark Funnel

Buyers today don't follow a linear path. Most of their research happens long before they appear in your funnel.

They're:

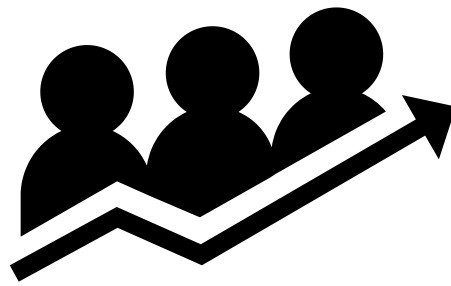
- Reading reviews on third-party sites like PeerSpot
- Comparing you to competitors anonymously
- Asking peers in private Slack or Teams channels
- Visiting your profile or product pages without raising their hand

What to do:

- Map your buyer journey to include pre-funnel activity
- Acknowledge that leads are already mid-decision when they reach you
- Align sales and marketing around early intent signals, not just form fills

PeerSpot helps you uncover this behavior early—before your competition even knows it's happening.





## Step 2: Detect Intent Before It Hits Your CRM

With PeerSpot, you can see both companies and individuals who are actively researching your product. That includes:

- Comparison page views
- Product review engagement
- Return visits during active evaluation

And based on PeerSpot's latest research, more than two-thirds of buyers researching on the platform already have budget approved. These aren't casual browsers—they're actively in-market and ready to engage.

### What to do:

- Monitor PeerSpot's buyer intent signals weekly
- Prioritize accounts showing comparison behavior
- Add these signals into your lead scoring and routing model

This lets you identify buying committees before they ever self-identify.

# Step 3: Influence the Decision Early



This is where trust is built. Peer validation removes fear, accelerates consensus, and gives buyers the confidence to act.

Buyers trust peers more than brand messaging. In the dark funnel, social proof is your strongest asset. In fact, Forrester reports that 89% of business buyers say their decisions are based on trusted sources, not vendor content.

Unlike generic intent platforms, PeerSpot captures the moments buyers compare solutions, read real reviews, and validate critical decisions. It's not just data—it's influence, rooted in trust.

## With PeerSpot, you can:

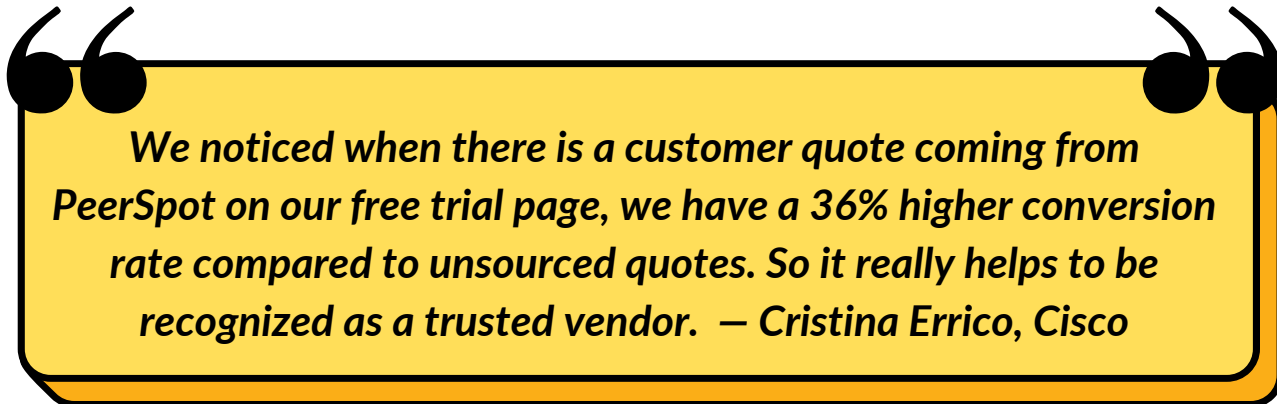
- Extract verified customer quotes and operationalize them across content, ads, and sales collateral
- Embed side-by-side comparison widgets that increase time on page and drive conversion
- Highlight real buyer outcomes backed by trusted peer validation to build confidence and accelerate decisions

# Step 3: Influence the Decision Early



## What to do:

- Use review snippets in ads and outbound to increase reply rates and engagement
- Add PeerSpot widgets and quotes to high-intent pages to boost trust and SEO
- Turn quotes into social content, paid campaigns, and sales enablement



Show up where decisions are being made, not just where leads are being captured.



## Step 4: Activate Sales with Real Signals

When PeerSpot signals show research activity, your sales team can respond in context—not blindly.

Equip your reps with:

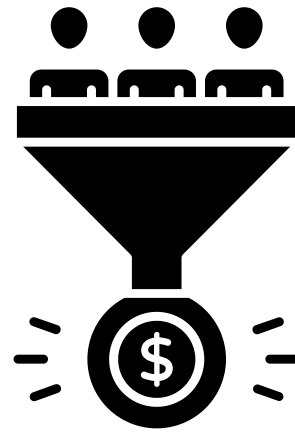
- Who is researching (company + persona)
- What pages they viewed (including competitor comparisons)
- When they last engaged and how often

**What to do:**

- Use PeerSpot intent data to prioritize outbound and tailor messaging
- Arm your team with PeerSpot review quotes that match buyer concerns
- Create outreach templates based on comparison and review activity

Sales gets smarter, faster, and more relevant outreach without extra guesswork.

# Step 5: Convert the Unseen



## Real Example: What the Dark Funnel Looks Like in Practice

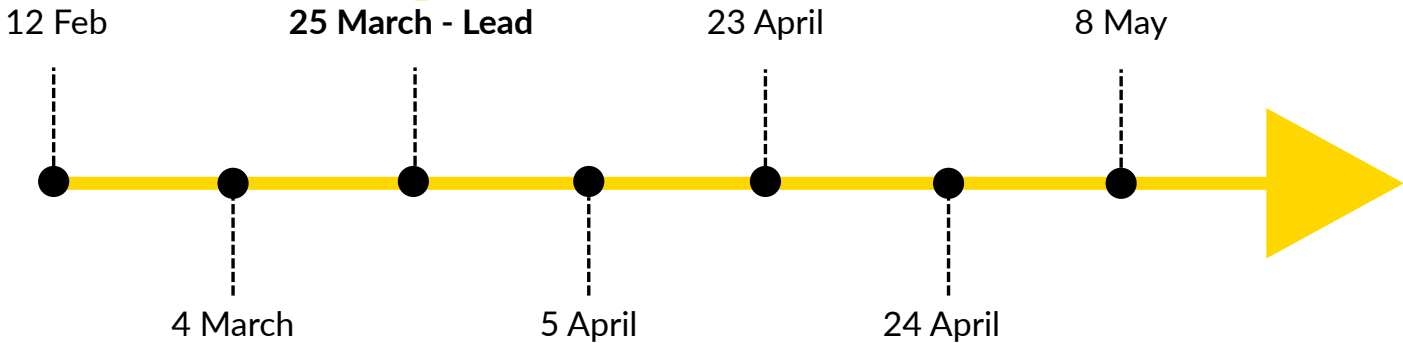
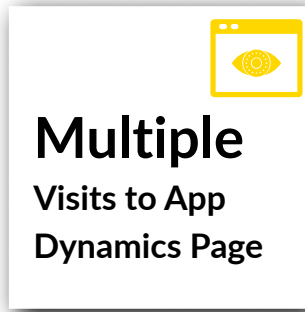
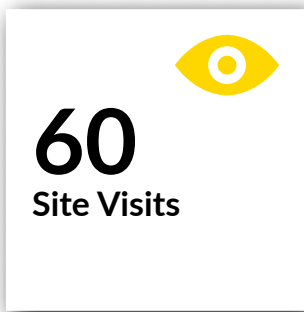
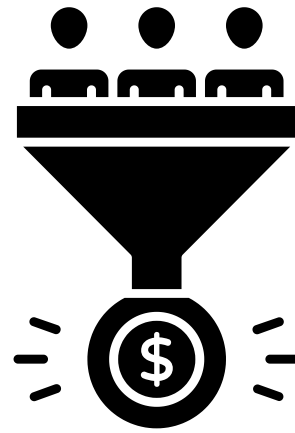
A major financial institution evaluated AppDynamics on PeerSpot well before becoming a lead. Their team visited the product page multiple times, reviewed peer insights, and even compared solutions side by side.

Even after submitting a form, they returned to PeerSpot to validate their decision, review differentiators, and loop in more team members. Without visibility into this behavior, most teams would have missed the opportunity.

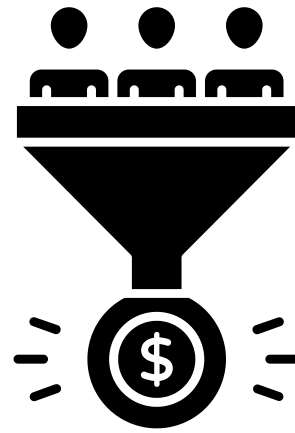
This is the dark funnel in motion—and PeerSpot makes it visible.

**The dark funnel doesn't end when a lead enters your CRM. Buyers continue researching even after talking to your team. PeerSpot lets you keep influencing that process.**

# Step 5: Convert the Unseen



# Step 5: Convert the Unseen



## What to do:

- Re-engage cold leads when PeerSpot activity surges again
- Use buyer activity to accelerate late-stage deals
- Report on which PeerSpot insights contributed to closed-won outcomes

**PeerSpot becomes the trusted source your champions rely on to convince internal stakeholders. You're not just influencing individuals—you're accelerating consensus across the buying committee.**

# PeerSpot: Your Window into the Dark Funnel

PeerSpot doesn't just surface anonymous research—it turns the invisible into opportunity.

You're no longer guessing who's in market. You're guiding them with trusted proof before they ever fill out a form.

This isn't just better marketing. It's the difference between being considered and being ignored.

## With PeerSpot, you can:

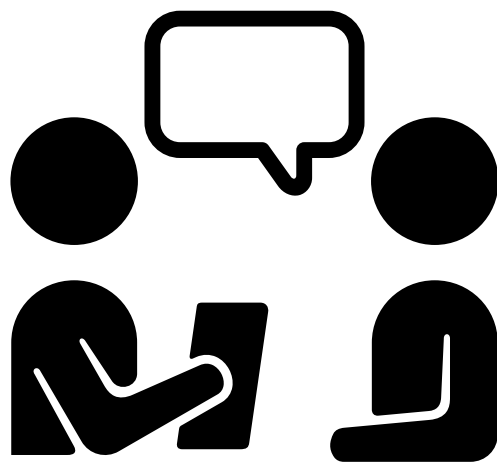
- Reveal what's happening before the first sales touch
- Influence buyers while they're still deciding
- Equip your team with trusted peer content that converts

This is your unfair advantage in a buying journey you can't see.



# Ready to Activate the Dark Funnel?

See what your CRM can't.



**Book your PeerSpot walkthrough and discover how to influence the buying committee before your competitors even know they're in the game.**