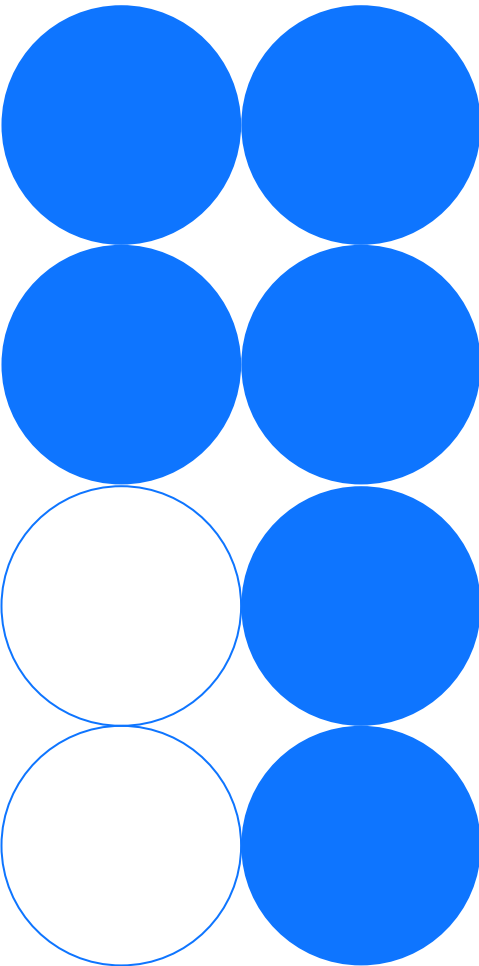


Key Learnings

More than 40% of B2B deals stall due to internal misalignment,¹ often driven by hidden buyers — internal stakeholders who significantly influence business purchases but aren't final decision-makers. Unlike target buyers, who are the functional users of specific products and services, these hidden buyers are often overlooked by sales and marketing, yet they play a pivotal role within the buying group. The 2025 B2B Thought Leadership Impact Report offers a strategic guide to engaging these quiet influencers and turning them into powerful advocates.

¹ Matt Dixon, "The JOLT Effect: How High Performers Overcome Customer Indecision," 2022.



2

Thought leadership opens doors with hidden buyers that marketing and sales typically do not. Hidden buyers are less likely to take sales meetings. High-quality thought leadership can serve as a Trojan horse, building credibility with hidden buyers and drawing them into the conversation.

4

Hidden buyers can be powerful advocates for new or lesser-known brands. At the moment of the final decision, strong content and insights can level the playing field, inspiring hidden buyers to advocate for less familiar vendors.

1

Surprisingly, hidden buyers actively discover, consume, and evaluate thought leadership just like target buyers. Hidden buyers may be hidden, but that doesn't mean they're passive.

3

Far from being "box-checkers," hidden buyers value thinking that informs or even challenges their perspectives. Bold, perspective-shifting ideas earn their attention. They gravitate to content that questions assumptions and invites new ways of thinking. Thought leadership is a way to impress.

5

Hidden buyers want content that is stylish, straightforward, and human. Companies that convey their insights in a compelling way can inspire hidden buyers to research and learn about them further.