



Turning Real-Time Insights Into Leads

G2 Intent Data + LinkedIn Scale Drives Conversions

G2 DATA | BUYER INTENT CASE STUDY

The Challenge

A major marketing automation software company was executing a high-impact review strategy through its partnership with G2. The company was successfully obtaining and utilizing reviews in its sales and marketing cycle, and was eager to take the next step in its G2 strategy. The company needed a way to identify and target in-market buyers for marketing automation solutions and nurture those buyers through their sales funnel. Knowing G2 offers a vast amount of data from real users and buyers, the company turned to G2's Buyer Intent data for in-market buyer intelligence.



G2 Buyer Intent Data



LinkedIn Marketing Solutions



Increased Conversion Rate

With a list of companies showing intent on G2, the company was ready to retarget those accounts with LinkedIn's Matched Audiences capability. LinkedIn's community of 550M+ business professionals made it a seamless solution: G2 Crowd provided the data – buyers with authentic purchase intent – and LinkedIn offered a way to target those buyers at scale.

10,000

in-market accounts identified by G2

382

social actions via LinkedIn sponsored updates

200

marketing qualified leads (MQLs)

\$100,000

in revenue and growing!

Products Used

- G2 Premium Profile
- G2 Buyer Intent

The Use Case

Utilizing G2 Buyer Intent data, the company uploaded a list of 10,000 companies showing purchase intent on G2 into LinkedIn's Matched Audience function. The G2 data to LinkedIn data achieved an 85% match rate, higher than any other data they have leveraged in the past. Additionally, uploading the list of in-market companies into LinkedIn's Matched Audience tool gave the brand 100x scale by matching back 1 million professionals who work at those organizations.

After building an in-market audience, the brand ran a Sponsored Content campaign on LinkedIn over three months. Each month the data was refreshed to bring in new prospects for targeting. The Sponsored Content nurtured those decision makers with content, ultimately leading to a conversion.

The Results

The true success came from the conversion of 200 leads attributed to G2 Buyer Intent data. In the fourth quarter of 2017 alone, the investment in G2's Buyer Intent data resulted in more than \$100,000 in revenue. By utilizing G2 Buyer Intent data on LinkedIn's Matched Audience, the marketing automation company was able to close deals and nurture leads at all stages of the funnel.

In addition to leads, the campaign generated an above-benchmark click-through rate of 5% and 660,000 impressions, and garnered 382 additional social actions taken, such as likes, follows, and comments. The campaign also increased traffic to both the company's website and its G2 profile, with a 10% month-over-month increase in search volume.

**Ready for real-time buyer insights?
Get started with Buyer Intent today!**



We wanted to focus on the hottest prospects and escalate those right away to the sales team. The high-quality data from G2 Crowd, with an 85% match rate, allowed us to retarget to a matched audience and convert leads into sales.



Marketing Automation
software company
executive

