G2 Review Booth Changes the Game

for Oracle Analytics

Accelerating Review Collection

In the world of cloud - user engagement is the name of the game. And while Oracle's Analytics solutions are well-established with millions of users, Oracle Analytics wanted to grow its brand and profile footprint by collecting more customer comments directly.

Oracle tapped G2 to gather feedback about Oracle Analytics Cloud and Oracle Essbase. Gathering this data gave Oracle a view into what customers are saying, and use real comments and questions to increase engagement and drive results.

G2 offers a turnkey review approach, which is a designated review booth – complete with staff, laptops, and giveaways – that can be popped up at any conference or event with the sole purpose of collecting reviews for your product(s). This was an ideal strategy for the Oracle Analytics team, which wanted a quick and friendly approach that made it easy for attendees to share their thoughts at their convenience.
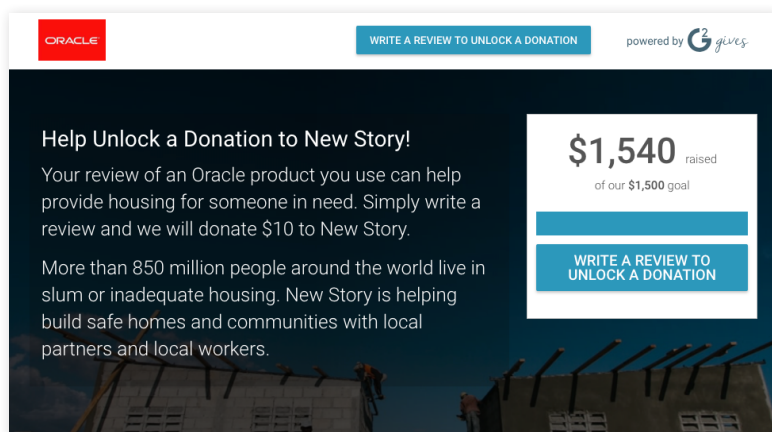
ORACLE

Oracle Analytics Cloud is a comprehensive suite of enterprise BI products, delivering the full range of BI capabilities including interactive dashboards.

200%
Increase in reviews across two products

$1,500
Raised for New Story Charity

675%
Profile traffic increase on G2

ORACLE

WRITE A REVIEW TO UNLOCK A DONATION   powered by G2 gives

Help Unlock a Donation to New Story!

Your review of an Oracle product you use can help provide housing for someone in need. Simply write a review and we will donate $10 to New Story.

More than 850 million people around the world live in slum or inadequate housing. New Story is helping build safe homes and communities with local partners and local workers.

$1,540 raised
of our **$1,500** goal

WRITE A REVIEW TO UNLOCK A DONATION

Review Booth at Kscope

ODTUG Kscope is an Oracle user group conference covering BI and Analytics, Enterprise Performance Management, Database, APEX, and other Oracle technologies as well as industry solutions, implementation practices, and more. With roughly 3,000 Oracle users in attendance, Kscope was the perfect place to seek input from Oracle Analytics Cloud and Essbase users.

G2's flexible review booth setup meant the two G2 Review Specialists were able to adjust to conference logistics and collect reviews in an upstairs lounge area the first day and then move to the central exhibit floor the second day. This ensured G2's Review Specialists were able to collect as many reviews as possible by going where the reviewers were instead of making reviews come find their booth.

And by partnering with New Story, a charity dedicated to transforming areas with inadequate housing into thriving communities, attendees were also able to donate to a meaningful cause by simply leaving a review for Oracle Analytics.

I could not have been happier with the G2 Crowd Review Booth. G2 Crowd was incredibly accommodating, creative, and willing to go the extra mile. This was easily one of my favorite professional experiences.

Emily Cikovsky, Product Leader at Oracle

* Products shown on the Fall 2018 Enterprise Grid® Report for Self-Service Business Intelligence have received a minimum of 10 reviews/ratings in data gathered by August 29, 2018.

The Results

Oracle Analytics Cloud and Essbase overachieved their total review goal in the first day of the conference alone. 154 reviews were collected over the two-day event, exceeding the initial review target by 300%. G2 Crowd contributed to New Story for every review submitted, resulting in $1,540 raised to help develop housing for those in need.

The volume of positive reviews had a major impact on Oracle Analytics Cloud and Essbase's visibility and presence on G2, moving both into the Leaders' Quadrant on both the Business Intelligence Platform Grid® and the Self-Service Business Intelligence Grid®. The Oracle Analytics Cloud team then built on that success by working with G2 Crowd to create a compelling infographic to connect to prospective clients and deepen relationships with existing customers.

Talk to us today to see what a G2 Review Booth can do for you.