



# G2 Marketing Solutions

Grow your business on the world's most trusted B2B buyer discovery & data-driven marketing platform.

G2 Marketing Solutions is your door to the more than 100M people researching, comparing, and buying software on G2 every year. For over 10 years and 2.8+ million reviews, software vendors have trusted G2 to build credibility and power their pipeline.

When you work with G2 to drive marketing and sales success, you unlock tools to get the most out of your profiles, help you collect more reviews, identify in-market accounts, promote your rankings, and tap into an incredible aggregation of data and insights that can shape your future go-to-market.

G2 Marketing Solutions can be configured based on your goals for every product in your portfolio. Packages are strategically built for maximum value and big growth—and you can mix and match for the perfect solution.

**100M**

100M buyers a year visit G2 to find the right solutions for their business.

**2.8M+**

2.8M+ trusted reviews and validated insights.

**8x**

Product profiles on G2 get 8x higher traffic than the competition.

**#1**

More #1 Google rankings than any other software review site.

*\*G2's Core module is required to purchase additional modules for Reviews, Buyer Intent, Content Subscription, and Market Intelligence.*

## Core

Earn more exposure, share your story, & connect with buyers.\*

## Review Growth

Elevate your reputation with a consistent flow of authentic customer reviews that build buyer confidence.

## Buyer Intent

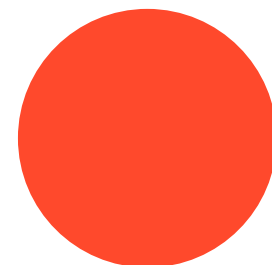
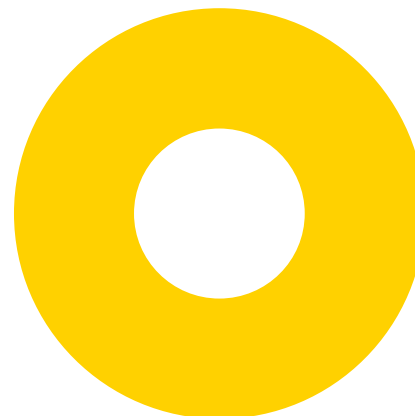
Accelerate and optimize your pipeline with low-funnel intent signals that reveal in-market buyers.

## Content Subscription

Convert more leads with licensed G2 Reports and Grids® powered by trusted reviews.

## Market Intelligence

Improve your go-to-market with deeper product insights and unmatched competitive intelligence.



# Core

Take control of your brand reputation & immediately engage active buyers.

Make sure your products are found by the millions of active buyers researching B2B software and services. The Core package not only ensures your profile acts as an extension of your brand, but is equipped to turn clicks into potential conversions. Engage prospects effortlessly through compelling CTAs, curated content, and exclusive deals, so vetting visitors become committed customers.

**17x**

Upgraded profiles see 17x more traffic on their profiles.

**2,000%**

Upgraded profiles see 2000% more time spent on their page.

**3x**

Upgraded profiles are 3x more likely to rank on the first page of Google results.

**“People trust their peers. In today’s day and age, you create that trust through things like G2 and happy customers.”**



**Brian Halligan**  
Co-Founder, Executive Chairperson



## Features

### Premium profile

- Add product info, features, packaging & pricing, screenshots
- Display company content and gated media
- Interactive demo tours
- Display security qualifications

### Buyer exposure

- Receive unlimited leads in real-time
- Customize lead form
- Customize G2 Profile CTAs
- Lead integrations

### Brand management

- Collect reviews on your G2 Profile
- Use awarded badges
- Access to G2 Syndication
- Reply to reviews as vendor
- Review analytics
- Share exclusive deals
- Use reviews in sales and marketing

### Admin functions

- Access to in-app/my.G2 notifications
- Unlimited G2 admins
- Single sign-on
- Analytics and reporting
  - Profile traffic analytics
  - Website redirect from G2 to a domain
  - G2 Track Your Prospects

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# Review Growth

Elevate your reputation with a consistent flow of authentic reviews that build buyer confidence.

Prove your category leadership with a continual cadence of high-quality reviews, boosting your G2 presence and driving sales conversion rates. With a diverse set of review generation tools and services, gather feedback at scale and ensure your reviews are always fresh. Seamlessly share impactful quotes and identify relevant references to win over prospects, eliminating the back and forth of reference requests.

**4x**

Profiles utilizing review collection integrations gather almost 4x more reviews per month than G2 Profiles without an in-app integration or tool.

**10+**

G2 has seen customers move up 10+ spots on the grid after using the in-app review collection levers.

**Truckstop went from 13 to 1 in two categories after turning on the G2 + Pendo integration.**

 **TRUCKSTOP** | [Read now](#)

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## Features

### Review generation

- Review gathering landing page
- G2 managed review campaigns
- One (1) video review (includes MP4/license to repurpose)
- Review collection integrations (Pendo, Medallia, Delighted)
- Review collection API and widgets
- Add live review booth
- Reply to reviews as vendor

### Review usage in sales and marketing

- Custom questions on the review form
- Share and embed key review quotes
- Share user review widgets
- Share Category and Live Grid® Widgets
- Build custom reference pages

### Review insights

- Export review data (includes Snowflake access)
- Access to review campaign performance
- Review notifications powered by Slack



# Buyer Intent

Efficiently target, win, and retain your best-fit, in-market buyers.

Buyer Intent helps marketing and sales teams find, target, and re-target their best-fit buyers most likely to convert. With exclusive insights from G2's 100M+ annual software buyers and ideal customer profile filters to find the perfect fit, you'll be able to reach the right person at the right time with the right message—and close that deal.

**30%**

Buyer Intent customers see a 30% increase in deal size on average.

**3x**

Buyer Intent customers see 3x opportunity to customer conversion rate on average.

**20 - 30%**

Buyer Intent customers see 20-30% of deals on average sourced via G2.

**“We have enjoyed a 4x ROI spend on campaign channels.”**



**Colin Chang**  
Manager of Marketing Programs



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## Features

### In-market buyer signals

- Profile page visitor data for your G2 Profile
- Category page visitor data for your choice of categories
- Sponsored content visitor data in selected categories
- Pricing page visitor data
- Alternatives page visitor data
- Comparison page visitor data
- Technographic data via G2 Stack
- Ideal customer profile signal filters

### Actioning on intent

- 20+ buyer intent integrations
- Salesforce Connector\*
- Email notifications
- Slack notifications
- CSV export

### Integrations

- 6sense
- Bombora
- Cognism
- DemandBase
- Gong
- Gainsight
- Google Sheets
- HubSpot
- LeanData
- LinkedIn Matched Audiences
- LinkedIn Sales Navigator
- Marketo
- Metadata
- Outreach
- Pipedrive
- RollWorks
- Salesloft
- Slack
- Terminus
- ZoomInfo



# Content Subscription

Convert more leads with trusted third-party content powered by real reviews.

A Content Subscription gives B2B marketing and sales teams ready-to-use materials including unbiased reports, rankings, and social assets featuring social proof. Personalize your content in outreach for precise targeting, more conversions, and showcase where you beat the competition.

**-50%**

G2 Content customers have reported a 50% decrease in cost per lead.

**+10%**

G2 Content customers have reported a 10% increase in conversion rate.

**“We know that a powerful way to get our message out at scale is to let our customers tell it. G2 is a platform we look to, not just to collect the voice of customers, but also to have that voice validated.”**

85% of Highspot's closed/won opportunities were influenced by at least one G2 Report.

[Read more](#)



**Jarod Greene**  
Vice President of Product Marketing



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## Features

**All Content Subscription packages include the following features:**

- Fully licensed content to include in marketing campaigns
- Rights to cite specific performance metrics from G2 Reports as outlines in the [Content Usage Guidelines](#)
- 1 PDF G2 Report
- Segmented versions of licensed G2 Reports
- Content integrations
- Choice of 2 from the below list (3):
- 3 static social assets
- 1 GIF social asset
- 1 infographic

**Choose the reports that best tell your story.**

Category and Comparison Report Package

*Promote the comparison of your product against competitors using aggregated evaluation criteria.*

- Category G2 Grid® Report
- Comparison Reports

Momentum and Index Report Package

*Promote the comparison of your product against competitors using specific evaluation criteria.*

- Momentum Grid® Report
- Usability Index Report
- Results Index Report
- Implementation Index Report
- Relationship Index Report

**Additional content options are available. Ask us to learn more.**



# Market Intelligence

Improve your go-to-market with deeper product insights and unmatched competitive intelligence.

Make data-driven decisions about your growth strategy using millions of proprietary inputs from authentic customer reviews and buying behavior in your industry, translated into actionable insights. Spot competitive trends, access hard-to-find intelligence, and learn what your competitors' customers love and hate—all so you can win more deals. Plus, have a built-in, always-on, focus group for your product—and others in your categories—helping you build products your customers can't live without.

**“This is already a part of my daily life. We’re delighted that we can find this kind of information on a competitor, and what we can provide to our leadership team is awesome. It’s dependable, repeatable, defensible data.”**



**James Raffield**  
Director of Competitive Intelligence



## Features

### Product intelligence

- Category Benchmarking dashboard
- Product perception insights
- Win/Loss insights
- Buyer comparison data
- Pricing insights

### Data feeds and exports

- Connect with Snowflake
- Access data via API
- Export review data from your product and competitors
- Export chart data

### Data accessibility

- Unlimited users seats
- See any competitor in any category your product is listed in
- Get immediate access to new data sets when added
- Benchmark against all categories you're listed in



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| Features  | Free | Core      | Review Growth | Buyer Intent | Content Subscription           |                           | Market Intelligence |
|---|------|-----------|---------------|--------------|--------------------------------|---------------------------|---------------------|
|   |      |           |               |              | Category and Comparison Report | Momentum and Index Report |                     |
| Offer exclusive pricing to prospects with G2 Deals        |      | •         |               |              |                                | Included with Core        |                     |
| Category-wide sponsored content                           |      | •         |               |              |                                | Included with Core        |                     |
| Access to lead integrations                               |      | •         |               |              |                                |                           |                     |
| Social asset creation in my.G2                            |      | \$        |               |              |                                | Add-on for Core (\$)      |                     |
| Add Paid Promotions                                       |      | \$        |               |              |                                | Add-on for Core (\$)      |                     |
| <b>Demand Capture Functionality</b>                       |      |           |               |              |                                |                           |                     |
| CTA buttons and website URL                               |      | •         |               |              |                                | Included with Core        |                     |
| Get leads in real-time via webhooks                       |      | •         |               |              |                                | Included with Core        |                     |
| Included leads  |      | Unlimited |               |              |                                | Included with Core        |                     |
| Referral traffic to your domain                           |      | •         |               |              |                                | Included with Core        |                     |
| Track prospects visiting both your website and ours       |      | •         |               |              |                                | Included with Core        |                     |
| Customize your lead form                                  |      | •         |               |              |                                | Included with Core        |                     |
| <b>Advanced Review Functionality</b>                      |      |           |               |              |                                |                           |                     |
| Collect reviews on your profile                           | •    | •         |               |              |                                | Included with Core        |                     |
| Manage reviews and respond publicly                       |      | •         |               |              |                                | Included with Core        |                     |
| Access to G2 Gives landing pages                          | •    | •         |               |              |                                | Included with Core        |                     |
| Review gathering landing page                             |      |           | •             |              |                                |                           |                     |
| G2 managed review campaign w/gift cards (GC value)        |      |           | \$500         |              |                                |                           |                     |
| Add custom questions to review form                       |      |           | •             |              |                                |                           |                     |
| One (1) video review (including MP4/license to repurpose) |      |           | •             |              |                                |                           |                     |
| Access to review collection integrations                  |      |           | •             |              |                                |                           |                     |
| User review & grid widgets                                |      |           | •             |              |                                |                           |                     |
| Build customer reference pages                            |      |           | •             |              |                                |                           |                     |

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| Features                                       | Free | Core | Review Growth | Buyer Intent | Content Subscription           |                           | Market Intelligence |
|--|------|------|---------------|--------------|--------------------------------|---------------------------|---------------------|
|  |      |      |               |              | Category and Comparison Report | Momentum and Index Report |                     |
| Identify references from reviews               |      |      | •             |              |                                |                           |                     |
| Crowd quotes - share & embed key review quotes |      |      | •             |              |                                |                           |                     |
| Review data export (for internal use)          |      |      | •             |              |                                |                           |                     |
| Review booth add-on                            |      |      | \$            |              |                                |                           |                     |
| Additional gift cards                          |      |      | \$            |              |                                |                           |                     |
| Additional video reviews                       |      |      | \$            |              |                                |                           |                     |
| <b>Buyer Intent Data</b>                       |      |      |               |              |                                |                           |                     |
| Profile page visitor data                      |      |      |               | •            |                                |                           |                     |
| Category page visitor data                     |      |      |               | •            |                                |                           |                     |
| Alternatives page visitor data                 |      |      |               | •            |                                |                           |                     |
| Comparison page visitor data                   |      |      |               | •            |                                |                           |                     |
| Sponsored content visitor data                 |      |      |               | •            |                                |                           |                     |
| Pricing page visitor data                      |      |      |               | •            |                                |                           |                     |
| Receive email notifications                    |      |      |               | •            |                                |                           |                     |
| Access to buyer intent integrations            |      |      |               | •            |                                |                           |                     |
| Salesforce Connector                           |      |      |               | \$           |                                |                           |                     |
| Technographic data (G2 Stack)                  |      |      |               | \$           |                                |                           |                     |
| <b>Content Subscription</b>                    |      |      |               |              |                                |                           |                     |
| Category Grid Report                           |      |      |               |              | •                              |                           |                     |
| Comparison Reports                             |      |      |               |              | •                              |                           |                     |
| Momentum Grid Report                           |      |      |               |              |                                | •                         |                     |
| Usability Index Report                         |      |      |               |              |                                | •                         |                     |
| Results Index Report                           |      |      |               |              |                                | •                         |                     |
| Implementation Index Report                    |      |      |               |              |                                | •                         |                     |
| Relationship Index Report                      |      |      |               |              |                                | •                         |                     |
| 1 PDF Report                                   |      |      |               |              | •                              | •                         |                     |

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| Features   | Free | Core | Review Growth | Buyer Intent | Content Subscription           |                           | Market Intelligence |
|--|------|------|---------------|--------------|--------------------------------|---------------------------|---------------------|
|  |      |      |               |              | Category and Comparison Report | Momentum and Index Report |                     |
| Choose 2 <ul style="list-style-type: none"> <li>• Static social assets</li> <li>• 1 GIF social asset, and/or</li> <li>• 1 infographic</li> </ul> |      |      |               |              | •                              | •                         |                     |
| <b>Competitive and Product Intelligence</b>  |      |      |               |              |                                |                           |                     |
| Advanced category benchmarking dashboard   |      |      |               |              |                                |                           | •                   |
| Advanced product perception insights   |      |      |               |              |                                |                           | •                   |
| Win/Loss insights  |      |      |               |              |                                |                           | •                   |
| Advanced buyer comparison insights   |      |      |               |              |                                |                           | •                   |
| Competitive pricing insights   |      |      |               |              |                                |                           | •                   |
| Access intelligence data via Snowflake or API  |      |      |               |              |                                |                           | •                   |
| Export intelligence on your product and competitors  |      |      |               |              |                                |                           | •                   |

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## Connecting buyers & sellers.

Our suite of tools designed for growth. Get noticed and build trust. Find buyers primed to purchase. Market with intent and relevancy.

And sell more software.

[Let's build your plan](#)

### Generate reviews.

Amplify the voice of your customer and build leadership in your category and visibility for your product with reviews.

### Build credibility & differentiation.

Leverage quotes, video testimonials, reference pages, reports, and social assets to drive credible differentiation from the voice of your customers.

### Gain insights.

Leverage G2 Market Intelligence for your product, category and competitors to improve messaging, build your roadmap, inform pricing, strategy, and more

**G2 powers customer-led growth.**

### Grow revenue.

Use buyer intent data + customer marketing content to build demand generation campaigns and improve the revenue funnel.

### Grow buyer traffic.

Reviews and customer-driven marketing drive more traffic to your website and G2 profile pages. This increases the buyer intent data you can use to identify and connect with prospective, in-market buyers.