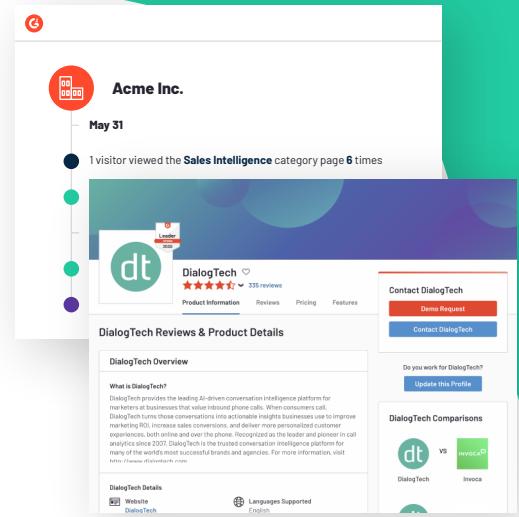CASE STUDY

DialogTech Closes Six-Figure Deal with G2 Buyer Intent Data

Powering a Market Pivot

DialogTech needed a tool to provide a more holistic view of prospects at the top of their funnel. They were planning to pivot into the enterprise space—where sales cycles are known to be longer—and wanted to ensure a successful market transition. To do so, DialogTech needed deeper insight to better understand the buyer journey and timing of enterprise prospects.

DialogTech decided to leverage G2's Buyer Intent data, providing them with the ability to proactively enable their Sales and Success teams with critical business and timing insights—gleaned before customers or prospects ever filled out a form online.

Set Up Buyer Intent Notifications

Monitor Prospect Activity

Reach Out With Targeted Content

Going from Reactive to Proactive

Today, every member of DialogTech's Sales and Success teams is armed with Buyer Intent insights, and receives notifications to always remain up-to-date with the research activities of their assigned prospect and customer accounts.

About DialogTech:

DialogTech's platform provides marketers with transparency into the voice of their consumers through AI-driven conversation insights.

PRODUCTS USED

- ✓ G2 Premium Profile
- ✓ G2 Buyer Intent

By the Numbers:

$60,000
Average enterprise deal size

$100,000
Enterprise deals closed using G2 Buyer Intent activity

When an inbound email notification comes in, DialogTech team members can immediately see the G2 pages visited by one of their accounts. Prospect accounts seen either viewing DialogTech or a competitor's G2 profile, are routed to DialogTech's Business Development team for qualification—and ultimately passed to an Account Executive for next steps.

DialogTech also leverages Buyer Intent data to consistently stay a step ahead with their customers as renewal dates approach. Customer accounts seen conducting vendor comparisons within G2 are routed to Customer Success for proactive follow-up. This allows DialogTech to catch and address potential churn before it ever happens.

Real Insights Powering Real Results

A few months into using G2's Buyer Intent data, DialogTech received a Buyer Intent notification from an enterprise prospect they had engaged with a year ago. At that time, DialogTech's prospect was still in discovery phase and was not ready to make a buying decision.

As planned, DialogTech's Business Development team contacted and qualified the opportunity before passing it to its assigned Account Executive. Thanks to Buyer Intent proactively uncovering and sparking this key conversation, DialogTech closed this enterprise opportunity for $100k.

"If we hadn't been proactive and reached out to our prospect when we did, the deal may have stalled or gone to a competitor. We were able to close a strong opportunity at the top of the funnel from G2's Buyer Intent Data."

Marty Pankau
Senior VP of Customer Success
dialogtech

Talk to us today to see what G2 Buyer Intent Data can do for you!
sell.g2.com/data