



CASE STUDY

Sisense realizes 16x ROI promoting its G2 Compare Report across marketing channels.

The Challenge: Increasing Conversion Rates

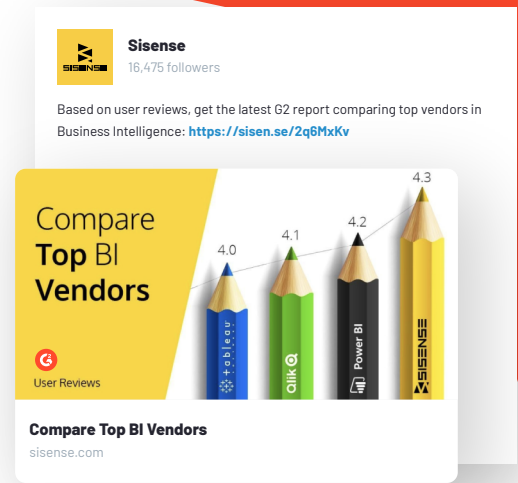
The Sisense marketing team found success running competitive campaigns on Google AdWords and other advertising platforms. By bidding on phrases that appear when users search for its competitors, Sisense has historically achieved high conversion rates.

Sisense continually develops and tests new ideas to further capitalize on the success of competitive campaigns. Previously, Sisense promoted its own competitive assets that compared it to top competitors. Results of this campaign were mixed, and Sisense soon looked to G2 to provide objective content about how it stacked up against top competitors.

The Solution: Promote G2 Compare Report Across Marketing Channels

To increase conversion rates for competitive campaigns, Sisense use a G2 Compare Report across marketing channels. The goal was to share this information with prospects at the bottom of the marketing funnel who were evaluating business intelligence solutions.

The report Sisense promoted compared how its product stacked up against Tableau, Qlik, and Power BI. Sisense leverage the report in three ways: as part of competitor campaigns with Google AdWords and Bing AdCenter, as social campaigns on LinkedIn and Facebook, and through lead nurture emails and within email signatures.



About Sisense:

Empowering everyday business users to manage, analyze, and visualize complex data quickly and cost-effectively.

PRODUCTS USED

- ✓ G2 Premium Profile
- ✓ G2 Compare Report

By the Numbers:

16x

ROI on marketing campaigns

6.4%

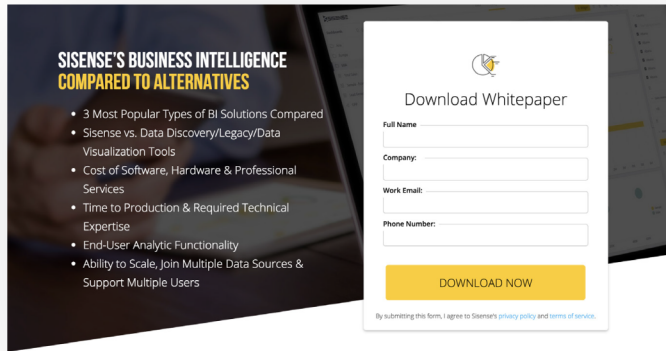
Conversion rate on Google AdWords

1,800

Total leads captured



Sisense created variations to offer prospects comparisons against each competitor or against all three. Prospects downloaded the report from landing pages that were tailored to each competitor comparison.



The Results

Across all channels, Sisense's Compare Report campaign has brought in over 1,800 leads and created over 100 opportunities, leading to an ROI of 16x. Two channels in particular stand out when looking at performance: Google AdWords and LinkedIn.

Google AdWords is historically one of the highest-performing channels for Sisense, and this campaign was no different. Leveraging the G2 Compare Report as part of a Google AdWords campaign resulted in the highest conversion rate of any channel at 6.4%. Ultimately, the G2 Compare Report allows Sisense to increase conversion rates with Google AdWords while lowering the cost per acquisition.

LinkedIn was one of the most lucrative channels for Sisense. One of the largest deals it closed using the G2 report was via its LinkedIn Sponsored Content campaign. Sisense targeted LinkedIn users with specific titles in computer software and healthcare, and only promoted the report to the relevant people to make the most of its budget.

“Using G2’s Compare Reports helped us reach and capture prospects in a way that yields much stronger results. We feel this is indicative of a growing shift among buyers to place more emphasis on user reviews and voice of customer. The voice of customer is as important as ever.”



Ilan Hertz

Head of Lead Generation



Talk to us today to see what a G2 Compare Report can do for you!

sell.g2.com/content