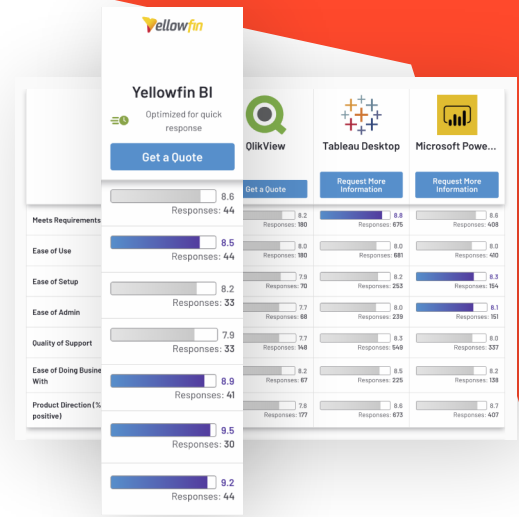




CASE STUDY

Yellowfin sees a 20% conversion rate from leads to opportunities with G2 Compare Report.



The Partnership

Yellowfin signed up with G2 to increase brand awareness through user reviews. Throughout the partnership, they've worked with G2 to steadily increase their review number to better compete in the Business Intelligence Platforms and Embedded Business Intelligence spaces. In 2018 they wanted to try a new approach by doing an internal competition with their customer success team to drive reviews. They gave their team a goal to work toward, and with the campaign they grew reviews by 3x and moved on the Business Intelligence Platforms grid from a High Performer to a Leader.

Turning Reviews into Competitive Advantage

The marketing team at Yellowfin uses G2's Compare Report to show prospects how Yellowfin compares against their top competitors: Microsoft Power BI, Qlik, and Tableau Server. Prospects engaged with Yellowfin's nurture campaign receive the Compare Report via email when their lead score indicates they're evaluating business intelligence solutions.

It's no accident that Yellowfin chose products for the Compare Report that it competes with most often. When the Yellowfin

About Yellowfin:

Yellowfin is a global Business Intelligence platform dedicated to solving enterprise analytics challenges and helping business people understand not only what happened, but why it happened.

PRODUCTS USED

- ✓ G2 Premium Profile
- ✓ G2 Compare Report

By the Numbers:

- 2x** Higher open rate
- 4x** Higher click-through rate
- 20%** Conversion rate from leads to opportunities



sales team comes up against these competitors—often in the later stages of the buying process—they are armed with the report to show how real users rate the various products across multiple aspects.



Increased open rate



Higher conversion rate



Increased click-through rate

The Results

The G2 Compare Report is one of Yellowfin's highest performing pieces of content, including third-party analyst reports. Nurture emails that include the Compare Report have a 2x higher open rate and 4x higher click-through rate when compared to other emails in the same nurture campaign. Prospects who download the Compare Report have a conversion rate of 11% to sales-ready leads and convert to opportunities at a rate of 20%

"G2's Compare Report is one of our best performing content pieces. With G2 we're able to show prospects how real customers view our product. It's real users who explain what it's really like to use our product."



Tom Campbell

Global Marketing Operations
Manager

 Yellowfin

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

sell.g2.com/content