G2 Pricing Guide

Updated November 2026

G2 Pricing & Packaging Contents

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G2 Solutions Overview

G2 Solutions

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

G2 is the most trusted data source in the age of AI for informing software buying decisions and go-to-market strategies. G2 Marketing Solutions is your door to the more than 200M people researching, comparing, and buying software on G2 every year. For over 10 years and 6M+ reviews, software vendors have trusted G2 to build their brand and power their pipeline.

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.

200M

200M buyers a year visit G2 to find the right solutions for their business.

6M+

6M+ 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.

Free

Get started by claiming your profile, collecting software reviews and sharing customer love on G2.

G2 Brand Starter Package

Ideal for businesses looking to establish their presence on G2 and get ahead of competitors.

G2 Brand Professional Package

Enhance the ability to bring your brand to life, provide more customer proof and gain deeper insight into prospect activities across G2.

G2 Brand Enterprise Package

Align your G2 presence with your go-to-market strategy at the company brand level with the ultimate customization of solutions pages, multi-product reviews, and included market intelligence.

Your Brand, Content, Demand and Insights Engine

Brand

The #1 AI-cited source for B2B software, syndicated across major marketplaces

BRAND PACKAGES

- STARTER
- PROFESSIONAL
- ENTERPRISE

✦ **#1** AI-cited source
200M Buyers · **6M** Reviews

Content

Turn G2 reviews, G2 Grids and expert research into content that earns buyer trust.

CONTENT SOLUTIONS

- GRID REPORTS
- AI CUSTOM RESEARCH
- CONTENT STUDIO

✦ Only **3%** earn a Leader badge
Content that wins the answer

Demand

Win and save in-market customers — drive conversions and predict churn.

DEMAND SOLUTIONS

- G2 ADS
- VERIFIED LEADS
- BUYER INTENT

✦ **2x** Pipeline · **4x** Win rate

Insights

An MCP layer that puts reviews, category, intent and market intelligence directly into the tools our customers already use.

✦ MCP

G2 Solutions Set the foundation for success, then choose the add-ons to help you reach your go-to-market goals.	**Free**	**Starter***	**Professional**	**Enterprise**
Subscription Price	$0	$299/month $2,999/year	Contact Sales	Contact Sales
Profile Admins	Unlimited	Unlimited	Unlimited	Unlimited
Be Found				
Custom branded profile with competitors removed	-	x	x	x
Configure company-level information with Premium Seller Pages	-	-	x	x
Create custom profile groupings with Solutions Pages	-	-	-	x
Add Performance Marketing to showcase ads across G2	Add-on (Clicks)	Add-on (Clicks)	Add-on (Clicks, Paid Promotion)	Add-on (Clicks, Paid Promotion)
Track your profile presence across leading AI platforms with AI Visibility insights	-	-	x	x
Be Trusted				
Collect reviews via G2 managed campaigns	1 campaign, $1,000 cap	Product Profile	Product Profile	Product Profile & Solutions Page
Embed G2 reviews in all supported customer advocacy platforms	-	-	x	x
Activate Multi-Product Review Collection on Solutions Pages	-	-	-	x
Credit for gift cards in G2 managed review campaigns	-	$100	$500	$1,000
License all awarded report-based, milestone, and annual badges	-	x	x	x
License content and social assets with rights to G2 Report metrics	-	-	Add-On	Add-On
Be Chosen				
Get real-time leads and custom CTAs	-	x	Product Profile	Product Profile & Solutions Page
Capture real-time leads with lead forms, routing integrations, and webhooks	-	-	Product Profile	Product Profile & Solutions Page
Gain access to prospects and customers active on your profile	-	-	x	x
Collect and activate G2 Buyer Intent Data directly or via integrations	-	-	Add-On	Add-On
Strengthen your competitive advantage with Market Intelligence	-	-	-	x
Gain access to satisfaction, pricing, and category win-loss data	-	-	-	x

**available to net new vendors only. Credit card purchase only. Monthly plan, no contract, cancel anytime.*

G2 Brand Packages + Key Features Unlocked

	G2 Brand Packages			
	Free	**G2 Brand Starter**	**G2 Brand Professional**	**G2 Brand Enterprise**
Pricing	Start for Free	$299/month for the first year or $2,999 for the first year	Contact Sales	Contact Sales
Key Features Unlocked	***Get started for free with:*** • Unlimited Users • Basic Profile • Standard Seller Page • 'Users Love Us' Badge License • Basic Review Collection and Syndication	***Everything in Free, plus:*** • Unlimited Users • Upgraded Profile • Single Profile Review Collection • Report, Milestone, and Annual Badge License	***Everything in Starter, plus:*** • Unlimited Users • Review Management • Profile Visitor Data • Premium Seller Pages • Expanded Support + Account Settings	***Everything in Professional, plus:*** • Unlimited Users • Market Intelligence • Solutions Pages • Multi-Profile Review Collection

G2 Add-Ons + Key Features Unlocked

	G2 Add-Ons			
	G2 Demand			G2 Data
Add On	**Content Subscription**	**Buyer Intent**	**Custom Research**	**Data Solutions**
Key Features Unlocked	• License G2 content and social assets • Gain access to G2 Report metrics • Enhance messaging with citable G2 statistics • Deliver refreshed quarterly content • Embed licensed G2 reports on your website with the Report Widget	• Activate Buyer Intent data from G2 Profile, Category, Comparison, and Competitor traffic • Action G2 Buyer Intent data across GTM platforms, including: campaigns, prospecting, and ad channels with ABM integrations • Build, filter, and target account lists with Intent Studio • Publish audiences to popular DSPs with G2 Custom Audiences	• Tap into G2's proprietary data and unmatched market access • Create timely, differentiated insights your audience actually cares about • Available as an add-on on every plan	• Ground research in data from more than 100 million G2 buyers • Identify product momentum, emerging trends, and B2B customer sentiment • See preference patterns when comparing products with quantitative benchmarking signals • Empower decisions with proof points on adoption tracking, switching behaviors, and deal sourcing ROI • Access data through integrations with Amazon Web Services S3, Snowflake, and G2 Dashboards

G2 Add-Ons + Key Features Unlocked

	G2 Add-Ons		
	Performance Marketing		
Add On	**Clicks**	**Paid Promotions**	**Verified Leads (PPL)**
Key Features Unlocked	• Set custom monthly budgets for PPC ads • Add a CTA button to your G2 profile • Get limited ad rotation on Category, Competitor and Alternatives pages • Unlock accounts and buyer signals post click with Clicks Unlock (PPC+), billed on Clicks spend	• Stake your claim and showcase your brand across G2 Ad spaces • Purchase quarterly ad buyouts • Limited to three (3) spots per placement	• Receive leads qualified through real phone and chat conversations • Get actionable context on every lead, including headcount, budget, must-haves, decision-makers, and timeline • Deliver leads directly to your team through email, CRM integrations, webhooks, or API • Pay only for the qualified leads you receive. Set your own flexible budget to match your goals

G2 Brand Packages

Free Package

Get started by claiming your profile, collecting software reviews and sharing customer love on G2.

- Create a basic profile on G2
- Build a standard seller page
- Collect customer reviews
- Benefit from G2 reviews shared on leading partner marketplaces, extending your reach to millions of buyers
- Share a ‘Users Love Us’ badge in sales and marketing materials after collecting 20 reviews*
- Run one G2-managed review campaign, capped at $1,000 (vendor must self fund)

**with an average rating of 4.0 stars*

Free Profile Features

Profile Management	Display brand logo on G2 Profile and in G2 Reports
	Share a concise overview of the profile
	Indicate which languages a product supports
	List the G2 categories in which a profile is included
	Add information related to your product's packages, pricing, and free trials
	Opt in or out of category-specific features
	Engage with buyers asking questions from your profile
	Showcase software or service interfaces and functionality with images
	Configure vendor-level pages showcasing company information, and include links to all individual pages connected to the Vendor
	Share G2 reviews on leading partner marketplaces, extending your reach to millions of buyers each month.
Badge Licensing	Gain access to 'Users Love Us' badges for use in sales and marketing materials*

*All such digital republications backlink to the G2 page for your applicable product or service and you comply with all attribution requirements

Free Profile Features (cont)

Review Generation	Collect reviews from a profile landing page without gift card incentives
Review Management	Send notifications for new G2 reviews via Slack as soon as they are published on G2.com
Demand Capture	Include a link to activate a free trial of your product. (PPC)
Data Analytics	Monitor and analyze G2 Review performance, decay, and approval statuses
	Understand your performance on G2 by reporting the key factors influencing your G2 Score alongside up to five competitors
Data Access	Access API and MCP data mapped to your package
Account Settings	Access to my.G2 for unlimited users
Support	Access support via Chat

Starter Package

Ideal for businesses looking to establish their presence on G2 and get ahead of competitors.

- Capture high quality traffic with a branded G2 Profile
- Generate more G2 reviews faster to drive buyer confidence
- Maximize search visibility across web and LLM apps through G2's position as the number one source for B2B software
- Leverage G2 badges and reviews as customer proof to close more deals

Starter Package Features

Profile Management	Display brand logo on G2 Profile and in G2 Reports
	Share a concise overview of the profile
	Indicate which languages a product supports
	List the G2 categories in which a profile is included
	Add information related to your product's packages, pricing, and free trials
	Opt in or out of category-specific features
	Engage with buyers asking questions from your profile
	Showcase software or service interfaces and functionality with images
	Configure your profile banner as a static image, video, or gif
	Remove other vendors' ads from your Profile and Seller pages with competitor ad exclusion
	Configure which integrations in your tech stack are displayed
	Add videos to your media gallery

Starter Package Features (cont)

Profile Management (cont)	Upload content like one-pagers, guides, and playbooks
	Highlight your product's key features with an interactive demo
	Share G2 reviews on leading partner marketplaces
Badge Licensing	Gain access to 'Users Love Us', Report-Based, Milestone, and Annual Badges for use in sales and marketing materials*
	Display current and previously earned report-based and annual badges on G2 Profile
Review Generation	Collect reviews from a profile landing page without gift card incentives
	Collect reviews from visual buttons or widgets placed on websites, application, or email signatures
	Collect written reviews through a G2-run review campaign equipped with incentives
	Collect voice reviews through a G2-run review campaign equipped with incentives
	Receive a $100 gift card credit for review incentives on annual plans
	Collect reviews directly in a customer's experience through APIs and established partner Integrations (view current partner integrations at https://partnerhub.g2.com/)
	Track which reps and contacts are driving reviews with Review Rally
	Re-engage past reviewers by encouraging them to update their existing G2 reviews, with or without incentives

**All such digital republicans backlink to the G2 page for your applicable product or service and you comply with all attribution requirements*

Starter Package Features (cont)

Review Management	Reply to reviews on behalf of your organization
	Showcase selected reviews and testimonials on websites, landing pages, blog, or sidebars
	Send notifications for new G2 reviews via Slack as soon as they are published on G2.com
Demand Capture	Include a default CTA with a link to a landing page on your profile
	Connect custom CTA to drive directly to AWS Marketplace's portal to purchase software
	Advertise exclusive software deals to buyers actively researching your product or category on G2 (PPC)
	Answer prospect questions with an AI Sales Agent deployed to your G2 Profile and vendor website
Data Analytics	Access profile performance analytics over time and against your competitors
	Monitor and analyze G2 Review performance, decay, and approval statuses
	Understand your performance on G2 by reporting the key factors influencing your G2 Score alongside up to five competitors
Account Settings	Access to my.G2 for unlimited Users
	Opt into notifications for review insights, gift card balance, report and grid notifications
Support	Access support via Chat

Starter Package Features (cont)

Content	Create on-brand marketing content for Badges with Content Studio
	Embed an interactive, real-time version of your G2 Grid® Report with the Live Grid Widget
Data Access	Access API and MCP data mapped to your package

Professional Package

Enhance the ability to bring your brand to life, provide more customer proof and gain deeper insight into prospect activities across G2.

- Increase your brand presence and search visibility across web and LLMs
- Promote your brand with G2 Badges
- Capture customer proof in-app with Pendo, Delighted and more
- Highlight reviews and ratings to prompt deeper discovery and fuel prospect interest with premium seller pages
- Gain insight into prospect activity with G2 Profile Visitor data
- Track and measure the pipeline impact of G2 with ROI Performance Analytics

Professional Package Features

Profile Management	Display brand logo on G2 Profile and in G2 Reports
	Share a concise overview of the profile
	Indicate which languages a product supports
	List the G2 categories in which a profile is included
	Add information related to your product's packages, pricing, and free trials
	Opt in or out of category-specific features
	Engage with buyers asking questions from your profile
	Showcase software or service interfaces and functionality with images
	Configure your profile banner as a static image, video, or gif
	Add messaging to show how you stand out from the competition
	Configure which integrations in your tech stack are displayed
	Add videos to your media gallery
	Remove other vendors' ads from your Profile and Seller pages with competitor ad exclusion

Professional Package Features

Profile Management (cont)	Upload content like one-pagers, guides, and playbooks
	Highlight your product's key features with an interactive demo
	Share G2 reviews on leading partner marketplaces
	Configure company information at the corporate brand level with Inline editing for Banner, Logo, About section, and Featured Products with premium seller pages
Badge Licensing	Gain access to 'Users Love Us', Report-Based, Milestone, and Annual Badges for use in sales and marketing materials*
	Display current and previously earned report-based and annual badges on G2 Profile
Review Generation	Collect reviews from a profile landing page without gift card incentives
	Collect reviews from visual buttons or widgets placed on websites, application, or email signatures
	Collect written reviews through a G2-run review campaign equipped with incentives
	Collect voice reviews through a G2-run review campaign equipped with incentives
	Receive a $500 gift card credit for review incentives
	Track which reps and contacts are driving reviews with Review Rally
	Drive reviews at in-person events with Self-Serve Events and customizable QR code landing pages.

All such digital republicans backlink to the G2 page for your applicable product or service and you comply with all attribution requirements

Professional Package Features

Review Generation (cont)	Collect reviews directly in a customer's experience through APIs and Integrations (view current partner integrations at https://partnerhub.g2.com/)
	Turn call transcripts into AI-assisted reviews from calls and meetings
	Re-engage past reviewers by encouraging them to update their existing G2 reviews-with or without incentives
	Share 3 short video overviews of business use cases, likes, dislikes, and advice conducted by G2
Review Management	Reply to reviews on behalf of your organization
	Showcase selected reviews and testimonials on websites, landing pages, blog, or sidebars
	Republish and share reviews of the products for which you have a licensed G2 profile with backlinking
	Connect with reviewers who agree to be references for your product
	Share and embed key review quotes
	Add additional questions to your respective review form that are not included today
	Download all G2 Review response data with Reviews Data Export
	Send notifications for new G2 reviews via Slack as soon as they are published on G2.com
	Embed G2 reviews in customer advocacy platforms for promotional use. View a list of current partner integrations (view current partner integrations at https://partnerhub.g2.com/)

Professional Package Features

Demand Capture	Include a default CTA with a link to a landing page on your profile
	Set up custom CTA buttons to drive buyers to free trials, landing pages, or to connect directly with your sales team
	Connect custom CTA to drive directly to AWS Marketplace's portal to purchase software
	Track visitors who navigate between your G2 Profile and your website
	Answer prospect questions with an AI Sales Agent deployed to your G2 Profile and vendor website with a $500 chat credit
	Collect company specific information with a customizable lead form
	Streamline prospect outreach and scheduling from G2 leads (view current partner integrations at https://partnerhub.g2.com/)
	Gain visibility into prospect and customer accounts visiting your profile pages directly within my.G2
	Advertise exclusive software deals to buyers actively researching your product or category on G2
	Track and measure the G2's impact on your pipeline
	Send leads directly to your CRM and Marketing Automation platforms automatically
Data Analytics	Access profile performance analytics over time and against your competitors

Professional Package Features

Data Analytics	Monitor and analyze G2 Review performance, decay, and approval statuses
	Understand your performance on G2 by reporting the key factors influencing your G2 Score alongside up to five competitors
	Track how often your G2 pages are cited by LLMs like ChatGPT, Gemini, Claude, and Perplexity with AI Search Visibility
Account Settings	Access to my.G2 for unlimited Users
	Opt into notifications for review insights, gift card balance, report and grid notifications
	Manage user access across your organization and customize roles and permissions
	Provision my.G2 admin access using your identity (SSO) and access management (IAM) platform
Support	Access support via Chat
	Priority Support (Scaled Success): Receive scaled CSM support for customers on G2 Brand packages. Gain access to elevated scaled CSM support based on an increased ACV (through High ACV Scaled CS) or adding BI (for dedicated CSM)
	Build your G2 relationship with a dedicated AM

Professional Package Features (cont)

Content	Create adaptive, AI-generated content informed by your reviews with Content Studio
	Embed an interactive, real-time version of your G2 Grid® Report with the Live Grid Widget
Data Access	Access API and MCP data mapped to your package

Enterprise Package

Align your G2 presence with your go-to-market strategy at the company brand level with the ultimate customization of solutions pages, multi-product reviews, and included market intelligence.

- Customize product grouping by specific business need, customer segment, or use case with G2 solutions pages
- Collect customer reviews across your entire set of products and services
- Gain real-time insight into prospective and existing customers actively viewing your profiles
- Track and measure the pipeline impact of G2 with ROI Performance Analytics and more
- Inform a data-driven growth strategy on category, traffic, customer satisfaction, win-loss, and pricing data across G2

Enterprise Package Features

Profile Management	Display brand logo on G2 Profile and in G2 Reports
	Share a concise overview of the profile
	Indicate which languages a product supports
	List the G2 categories in which a profile is included
	Add information related to your product's packages, pricing, and free trials
	Opt in or out of category-specific features
	Engage with buyers asking questions from your profile
	Showcase software or service interfaces and functionality with images
	Configure your profile banner as a static image, video, or gif
	Remove other vendors' ads from your Profile and Seller pages with competitor ad exclusion
	Configure which integrations in your tech stack are displayed
	Add videos to your media gallery

Enterprise Package Features

Profile Management (cont)	Upload content like one-pagers, guides, and playbooks
	Highlight your product's key features with an interactive demo
	Share G2 reviews on leading partner marketplaces
	Configure company information at the corporate brand level with Inline editing for Banner, Logo, About section, and Featured Products with premium seller pages
	Create customized groupings of product profiles based on a specific business need, customer segment, or use case and in line with corporate brand strategy
Badge Licensing	Gain access to 'Users Love Us', Report-Based, Milestone, and Annual Badges for use in sales and marketing materials*
	Display current and previously earned report-based and annual badges on G2 Profile
Review Generation	Collect reviews from a profile landing page without gift card incentives
	Collect reviews from visual buttons or widgets placed on websites, application, or email signatures
	Collect written reviews through a G2-run review campaign equipped with incentives
	Collect voice reviews through a G2-run review campaign equipped with incentives
	Track which reps and contacts are driving reviews with Review Rally.
	Drive reviews at in-person events with Self-Serve Events and customizable QR code landing pages

*All such digital republications backlink to the G2 page for your applicable product or service and you comply with all attribution requirements

Enterprise Package Features

Review Generation (cont)	Receive a $1,000 gift card credit for review incentives
	Collect reviews directly in a customer's experience through APIs and Integrations (view current partner integrations at https://partnerhub.g2.com/)
	Turn call transcripts into AI-assisted reviews from calls and meetings
	Re-engage past reviewers by encouraging them to update their existing G2 reviews-with or without incentives
	Share 5 short video overviews of business use cases, likes, dislikes, and advice conducted by G2
	Collect reviews on solutions pages for multiple products through a G2-run review campaign or on your own
Review Management	Reply to reviews on behalf of your organization
	Showcase selected reviews and testimonials on websites, landing pages, blog, or sidebars
	Republish and share reviews of the products for which you have a licensed G2 profile with backlinking.
	Connect with reviewers who agree to be references for your product
	Share and embed key review quotes
	Add additional questions to your respective review form that are not included today

Enterprise Package Features

Review Management (cont)	Send notifications for new G2 reviews via Slack as soon as they are published on G2.com
	Embed G2 reviews in customer advocacy platforms for promotional use. View a list of current partner integrations (view current partner integrations at https://partnerhub.g2.com/)
	Customize how G2 Reviews are displayed on your website
Demand Capture	Include a default CTA with a link to a landing page on your profile
	Set up custom CTA buttons to drive buyers to free trials, landing pages, or to connect directly with your sales team
	Connect custom CTA to drive directly to AWS Marketplace's portal to purchase software
	Track visitors who navigate between your G2 Profile and your website
	Answer prospect questions with an AI Sales Agent deployed to your G2 Profile and vendor website with a $1,000 chat credit
	Collect company specific information with a customizable lead form
	Streamline prospect outreach and scheduling from G2 leads (view current partner integrations at https://partnerhub.g2.com/)
	Gain visibility into prospect and customer accounts visiting your profile pages directly within my.G2
	Advertise exclusive software deals to buyers actively researching your product or category on G2

Enterprise Package Features

Demand Capture (cont)	Track and measure the G2's impact on your pipeline
	Send leads directly to your CRM and Marketing Automation platforms automatically
	Generate leads on solutions pages with CTAs via standard lead form for all products on the solutions page
Market Intelligence	Inform a data-driven growth strategy on category, traffic, customer satisfaction, win-loss, and pricing data across G2
	Interactive dashboard that provides continuously updated data for category, traffic, customer satisfaction, win-loss, and pricing sourced from G2. Limited export based on category.
Data Analytics	Access profile performance analytics over time and against your competitors
	Monitor and analyze G2 Review performance, decay, and approval statuses
	Understand your performance on G2 by reporting the key factors influencing your G2 Score alongside up to five competitors
	Track how often your G2 pages are cited by LLMs like ChatGPT, Gemini, Claude, and Perplexity with AI Search Visibility
Account Settings	Access to my.G2 for unlimited Users
	Opt into notifications for review insights, gift card balance, report and grid notifications

Enterprise Package Features

Account Settings (cont)	Manage user access across your organization and customize roles and permissions
	Provision my.G2 admin access using your identity (SSO) and access management (IAM) platform
Support	Access support via Chat
	Priority Support (Scaled Success): Receive scaled CSM support for customers on G2 Brand packages. Gain access to elevated scaled CSM support based on an increased ACV (through High ACV Scaled CS) or adding BI (for dedicated CSM)
	Build your G2 relationship with a dedicated AM
Content	Create adaptive, AI-generated content informed by your reviews with Content Studio
	Embed an interactive, real-time version of your G2 Grid® Report with the Live Grid Widget
Data Access	Access API and MCP data mapped to your package

G2 Add-Ons:
Demand, Ads + Data

ADD-ON: DEMAND

G2 Content Subscription

Convert more leads with licensed G2 Reports and G2 Grids powered by end user feedback and trusted reviews. Serve up more relevant content to interested prospects throughout the customer journey across multiple platforms.

- Deliver third party reports as ready-to-promote assets across channels
- Provide customer proof with voice-of-the-customer content throughout the sales cycle
- Demonstrate credibility by becoming a category leader
- Promote your accolades and outperform the competition
- Embed licensed G2 reports on your website with the Report Widget
- Add AI Custom Research (AICR) for timely, differentiated insights your audience cares about.
- Test your AI agents against synthetic use cases with Agent Evaluations

ADD-ON: DEMAND

G2 AICR

Convert more leads with licensed G2 Reports, custom research, and validated customer proof powered by verified buyer feedback. Activate high-impact content across the full buyer journey.

- Choose the research that fits your goals: fully custom interview-based studies, synthetic reports built from verified G2 review data, or sponsored research delivered in days
- Shape the story with custom questions, audiences, and geographies, with options for co-branded design, localization, and refresh waves
- Receive a polished, designed report, plus internal insights, quant tables, and verbatims for custom studies
- Host eligible research on G2's AI-crawlable Research Hub to extend reach and discoverability
- Fuel your pipeline with derivative blogs, infographics, and campaign assets through Content Studio

ADD-ON: DEMAND

G2 Buyer Intent

Accelerate and optimize your pipeline with bottom of funnel intent signals only available from G2. These unique signals complement existing account based marketing, demand generation and pipeline conversion efforts with direct insight into compelling buyer signals across the G2 platform.

- Target accounts most likely to convert with G2 Buyer Intent
- Increase MQLs and reduce the cost of acquisition
- Accelerate sales cycles and increase win rates
- Combat churn and identify upsell opportunities with intel from buyers engaging with your competitors and category
- Build and target account lists with Intent Studio
- Publish audiences to popular DSPs with G2 Custom Audiences
- Act on Market Signals with Bombora Curated Ecosystem G2 Audiences

ADD-ON: PERFORMANCE MARKETING

G2 Clicks (PPC)

If cost containment is desired as customers test their ad presence on G2, Capterra, Software Advice, and GetApp, G2 Clicks offers a Pay-Per-Click approach to ads on G2. With flexible pricing, customers have the ability to cancel at any time and see how ads perform across the platform. Volume is not guaranteed with G2 Clicks - as that can be limited and blocked by customers on Paid Promotions.

- Set custom monthly budgets for PPC ads
- Test ads and control costs
- Put ad performance budgets to use on the marketplace trusted by over 200M software buyers
- Unlock accounts and buyer signals post click, regardless of form fill, with Clicks Unlock (PPC+)

ADD-ON: PERFORMANCE MARKETING

G2 Paid Promotion

Paid Promotions allow customers a complete buyout of desired ad space. These buyouts can be done on a quarterly and are limited to three spots per placement. With a guaranteed volume and preferential placement over G2 Clicks, G2 Paid Promotions allow customers to deploy custom ad designs to targeted personas.

- Available with Professional and Enterprise
- Dominate competitive categories with a paid ad presence
- Capture a guaranteed ad impression share
- Offer multiple custom CTAs
- Take advantage of all inclusive free clicks

ADD-ON: PERFORMANCE MARKETING

G2 Verified Leads (formally PPL)

Verified Leads connect your sales team with buyers who match your ideal customer profile. Vendors set their ICP criteria, and G2 delivers warm, fully qualified leads that are ready for your team to engage. Verified Leads are available as an add-on for vendors with at least one profile on Professional or above.

- Define your ideal customer with custom ICP criteria
- Receive warm, fully qualified leads ready for sales engagement
- Reach buyers actively researching software on G2
- Send leads directly to your CRM and marketing automation platforms automatically
- Complement Clicks and Paid Promotions to build pipeline across your Performance Marketing mix

ADD-ON: DATA

G2 Data Solutions

When investors, venture capital, and private equity firms are looking for a source of truth on software products, G2 Data Solutions offers the industry's most accurate product data. Find your next software opportunity using profile traffic, comparisons and customer satisfaction scores from G2's 100M+ buyers, more than 3 million reviews and over 10 years of historical data to inform investment decisions.

- Gain a competitive advantage by tracking product momentum, emerging trends, and B2B voice of customer
- Identify purchase preference patterns when comparing products with quantitative benchmarking signals
- Analyze market share and map the market landscape with accuracy and efficiency
- Empower smart decisions with proof points on adoption, switching behaviors and deal sourcing ROI
- Arm yourself with real-time insights to forecast demand, mitigate risk and evaluate profit-making strategies

G2 Brand Packages: Feature Comparison Detail

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Profile Management				
Logo: Display brand logo on G2 Profile and also used in G2 Reports.	x	x	x	x
Description: Share a concise overview of the profile, highlighting key features and value propositions for potential buyers.	x	x	x	x
Supported Languages: Indicate which languages a product supports.	x	x	x	x
Categories: List the G2 categories that a profile is included in with ability to request changes.	x	x	x	x
Packaging & Pricing: Add information related to your product's packages, pricing, and free trials.	x	x	x	x
Features: Opt in or out of category-specific features to help users understand functionality and G2 reviewer ratings.	x	x	x	x
Q&A: Engage with buyers asking questions from your profile.	x	x	x	x
Screenshots: Showcase software or service interfaces and functionality through images within the media gallery.	x	x	x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Profile Management				
Banner: Configure your profile banner as a static image, video, or gif.		x	x	x
Competitor ad exclusion: Remove other vendor's ads from Profile and Seller pages			x	x
Integration Lists: Configure which integrations in your tech stack are displayed on G2 Profile.		x	x	x
Videos: Add videos to your media gallery.		x	x	x
Downloads: Upload content like one-pagers, guides, and playbooks that can be gated or ungated.		x	x	x
Interactive Demo: Highlight your product's key features via a self-guided tour embedded directly on your G2 Profile.		x	x	x
Seller Pages: Configure vendor-level pages showcasing company information, and include links to all individual pages connected to the Vendor.	x	x	x	x
Premium Seller Pages (1+ product on Professional Package): Configure company information at the corporate brand level with Inline editing for Banner, Logo, About section, and Featured Products; Grouping for Solutions filter, Custom Product ordering.			x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Profile Management				
Solutions Pages: Create customized groupings of product profiles (on the Enterprise Package), defined by the vendor that are presented to address a specific business need, customer segment, or use case.				x
Badge Licensing				
Users Love Us: The Users Love Us badge is earned after collecting 20 reviews with an average rating of 4.0 stars.Available for use in sales and marketing materials, provided that all such digital republications backlink to the G2 page for your applicable product or service and you comply with all attribution requirements.	x	x	x	x
Report-Based, Milestone, and Annual Badges: Available for use in sales and marketing materials, provided that all such digital republications backlink to the G2 page for your applicable product or service and you comply with all attribution requirements.		x	x	x
Award Badge on Profile Page Header: Display current and previously earned report-based and annual badge on G2 Profile.		x	x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Generation				
Review Collection Page (unincentivized): Collect reviews from a profile specific landing page without gift card incentives to reviewers.	x	x	x	x
Review Credits: The currency vendors use to reward users for leaving reviews and to fund incentivized review campaigns on G2.		$100 gift card credit for annual plans	$500 gift card credit	$1,000 gift card credit
Review Collection Buttons and Widgets: Collect reviews from visual buttons or widgets placed on websites, application, or email signatures.		x	x	x
Written Review Campaigns: Collect written reviews through a G2-run (or vendor led) review campaign equipped with incentives for those who complete reviews.	1 campaign, capped at $1,000	x	x	x
Voice Review Campaigns: Collect voice reviews through a G2-run (or vendor led) review campaign equipped with incentives for those who complete reviews.		x	x	x
Review Refresh Campaigns: Re-engage past reviewers by encouraging them to update their existing G2 reviews-with or without incentives.		x	x	x
Review Collection Integrations: Collect reviews directly in a customer's experience through. Integration panthers [View list of current partner integrations.]		x	x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Generation				
Review Collection APIs : Collect reviews directly in a customer's experience through API Integration.		x	x	x
Video Reviews (incl MP4/license to repurpose): Share short overviews of business use cases, likes, dislikes, and advice conducted by G2.			3	5
AI-Assisted Reviews via Calls & Meetings: Turn call transcripts into pre-filled G2 reviews that are ready to share, approve, and publish on G2.		x	x	x
Multi-Product Review Collection (on Solutions pages): Collect reviews for multiple products through a G2-run review campaign or on your own.				x
Review Rally: Track which reps and contacts are driving reviews with unique, shareable source links for your campaigns.		x	x	x
Self-Serve Events: Drive reviews at in-person events, conferences, and roadshows with customizable QR code landing pages			x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Management				
Respond to Reviewers: Reply to reviews on behalf of your organization.		x	x	x
Review Display Widgets: Showcase selected reviews and testimonials on websites, landing pages, blog, or sidebars.		x	x	x
Identify References from Reviews: Connect with reviewers who agree to be references for your product.			x	x
Crowd Quotes: Share and embed key review quotes.			x	x
Custom Questions on Review Form: Add additional questions to your respective review form that are not included today.			x	x
Reference Pages: Build unlimited custom landing pages to showcase reviews, profile rankings, videos, and more across marketing materials like landing pages and email signatures.			x	x
Reviews Data Export: Spreadsheet that includes all G2 Review response data.			x	x
Review Notifications via Slack: Send notifications for new G2 reviews as soon as they are published on G2.com (includes review rating, excerpts from certain responses, and a Read more button that links to the full review)		x	x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Management (cont)				
Customer Review Advocacy Integrations: Embed G2 reviews in customer advocacy platforms for promotional use. View a list of current partner integrations.		Review Gen Integrations **ONLY**	x	x
Review Syndication: Share G2 reviews on leading partner marketplaces, extending your reach to millions of buyers each month.	x	x	x	x
Review Publication: Republish and share reviews of the products for which you have a licensed G2 profile with backlinking.			x	x
Reviews API Access: Customize how G2 Reviews are displayed on your website.			x	x
Demand Capture				
Default Profile CTA: Include a default CTA with a link to a landing page on your profile.		x	x	x
Customize Profile CTAs: Set up custom Call-to-Action (CTA) buttons to drive buyers to free trials, landing pages, or to connect directly with your sales team.		x	x	x
Lead Forms: Collect company specific information with a customizable lead form.			x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Demand Capture (cont)				
Buy with AWS: Connect custom CTA to drive directly to AWS Marketplaces portal to purchase software.		x	x	x
Lead Routing Integrations: Streamline prospect outreach and scheduling from G2 leads. View list of current partner integrations.			x	x
Track Your Prospects: Track visitors who navigate between your G2 Profile and your website.			x	x
Profile Visitor Data (Profile Views): Gain visibility into prospect and customer accounts visiting your profile pages directly within my.G2.			x	x
Multi-Product Leads: Generate leads on Solutions Pages with CTAs via standard lead form for all products on the Solutions page.				x
G2 Deals: Advertise exclusive software deals to buyers actively researching your product or category on G2.		x	x	x
AI Sales Agent: Answer prospect questions and convert buyers, deployed to your G2 Profile and external websites with an interactive AI agent.	Only G2.com	G2.com + Website`	G2.com + Vendor Website, $500 chat credit	G2.com + Vendor Website, $1,000 chat credit

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Demand Capture (cont)				
ROI Performance Analytics: Track and measure the G2's impact on your pipeline.			x	x
Lead Webhooks to Third-Party Systems: Send leads directly to your CRM and Marketing Automation platforms automatically.			x	x
Market Intelligence				
Interactive dashboard that provides continuously updated data for category, traffic, customer satisfaction, win-loss, and pricing sourced from G2. Limited export based on category.				x
Buyer Intent				
Collect and activate buyer intent data from G2 Profile, Category, Comparison, and Competitors traffic. View a list of current partner integrations.			Add-on	Add-on
ABM Integrations: Action on buyer intent data across Marketing & Sales GTM, including campaigns, prospecting & ad channels. View a list of current partner integrations.			Add-on	Add-on
Intent Studio: Build, filter, and target account lists using real-time buyer research signals.			Requires Buyer Intent	Requires Buyer Intent
G2 Custom Audiences: Select and publish audiences to popular DSPs directly in My.G2.			Requires Buyer Intent	Requires Buyer Intent

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Data Access				
API: Access the data you are entitled to by package to build custom integrations and automation workflows.	Data Mapped to Package	Data Mapped to Package	Data Mapped to Package	Data Mapped to Package
MCP: Access the data you are entitled to by package to gain deeper insights from AI platforms and build agentic workflows via supported chatbots	Data Mapped to Package	Data Mapped to Package	Data Mapped to Package	Data Mapped to Package
my.G2 MCP Chat: Access the data you are entitled to by package to gain deeper insights available in a native chat			Data Mapped to Package	Data Mapped to Package

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Buyer Intent (cont)				
Bombora Curated Ecosystem G2 Audiences: Select and publish against Market Signals captured by Buyer Intent from popular DSPs.	x	x	x	x
G2 Content				
Content Subscription: License content and social assets with rights to G2 Report metrics. AICR is an additional Content add-on to be considered			Add-on	Add-on
Content Studio: AI generated adaptive content creation tool for content informed by your reviews.		x	x	x
AI Custom Research: Tap into G2's proprietary data and unmatched market access to create timely, differentiated insights your audience actually cares about.	Add-on	Add-on	Add-on	Add-on
Agent Evaluations: Test the performance of your Agents against synthetic rusecases designed to prove efficacy and rate performance	Add-on	Add-on	Add-on	Add-on
Report Widget: Embeds and displays the licensed reports on your website or landing pages			Requires Content Subscription	Requires Content Subscription
Live Grid Widget: Displays your grid rank in a live, embed an interactive, real-time version of your G2 Grid® Report directly onto your own website or landing page.		x	x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Data Analytics				
Profile Traffic, Time on Page, Clicks: Access profile performance analytics over time and against your competitors.		x	x	x
Review Activity: Monitor and analyze G2 Review performance, decay, and approval statuses.	x	x	x	x
Competitor Review Trends, User Satisfaction, Estimated Search Volume: Understand your performance on G2 by reporting the key factors influencing your product's G2 Score alongside the same data for up to five of your competitors.	x	x	x	x
AI Search Visibility: Track the influence of your G2 pages on leading LLMs like ChatGPT, Gemini, Claude, and Perplexity. Learn about the total number of times your G2 pages were cited in LLM responses and explore how LLMs respond to common buyer prompts.			x	x
Performance Marketing (Package Add-Ons)				
G2 Ads Clicks (PPC): get ad rotation on Category, Competitor, Alternatives and non-upgraded Profile pages and pay every time a Buyer visits your landing page.	Add-on	Add-on	Add-on	Add-on
G2 Ads Clicks Unlock (PPC+): get ad rotation on Category, Competitor, Alternatives and non-upgraded Profile pages and pay every time a Buyer visits your landing page. Unlock accounts and buyer signals post click, regardless of form fill	Based on Clicks Spend	Based on Clicks Spend	Based on Clicks Spend	Based on Clicks Spend
G2 Ads Guaranteed Placements (Paid Promotions): get a third of all traffic to Category and Alternative pages for one quarter, limited to 3 advertisers per placement.			Add-on	Add-on

All Plan Features

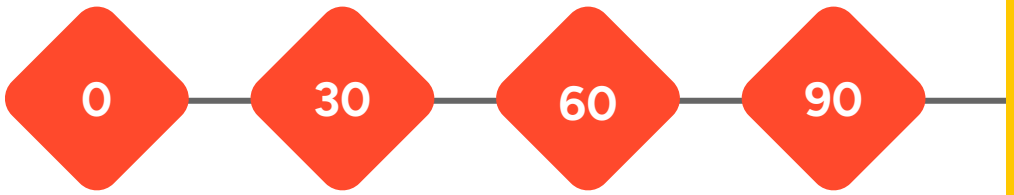
Feature	Free	Starter	Professional	Enterprise
Performance Marketing (Package Add Ons cont)				
Verified Leads (PPL): set your ICP criteria and get warm, ready-to-engage leads to boost revenue			Add-on (at least 1 profile on Professional or above)	Add-on (at least 1 profile on Professional or above)
Account Settings				
User Seats: Access to my.G2 for all users (including admins). Unlimited across all packages.	Unlimited	Unlimited	Unlimited	Unlimited
User Permissions: Manage user access across your organization and customize roles and permissions ensuring streamlined operations on the G2 platform.			x	x
My.G2 Notifications: Opt into notifications for review insights, gift card low balance, report and grid notifications.		x	x	x
SSO: Provision my.G2 admin access using your identity and access management (IAM) platform.			x	x

All Plan Features

Feature	Free	Starter	Professional	Enterprise
Professional Services				
Review Managed Services: Engage G2 services to fully manage review outreach across multiple channels.			Add-on	Add-on
Review Booth: Activate review collection at events.			Add-on	Add-on
Technical Consulting: Engage G2 services to integrate and operationalize G2 data within your existing tech stack.			Buyer Intent Add-on	Buyer Intent Add-on
Support				
Chat	x	x	x	x
Priority Support (Scaled Success): Receive scaled CSM support for customers on G2 Brand packages. Gain access to elevated scaled CSM support based on an increased ACV (through High ACV Scaled CS) or adding BI (for dedicated CSM).			x	x
Assigned Account Manager: Build your G2 relationship with a dedicated AM.			x	x

Get Started Strong with Guided Implementation

This hands-on service ensures you don't just launch, but lead. We handle the technical heavy lifting and strategic mapping, so your team can focus on closing deals.



- **Seamless BI Integrations**: Standardized implementation of G2's native integrations to ensure your Buyer Intent data flows perfectly into your existing BI tools.
- **Profile & Review Optimization**: Expert auditing of your profile and a custom review generation strategy to boost your AEO (Answer Engine Optimization) and category rankings.
- **Hands-On Advisory**: Deep-dive consultation to maximize use cases, including custom workflows, complex data mapping, and team enablement.
- **Documentation**: We provide comprehensive, detailed documentation for setup and strategies for easy future reference and internal scaling.

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