G2 Pricing & Packaging

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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 100M people researching, comparing, and buying software on G2 every year. For over 10 years and 3M+ 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.

100M

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

3M+

3M+ 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 small businesses looking to establish their presence on G2 and get ahead of competitors.

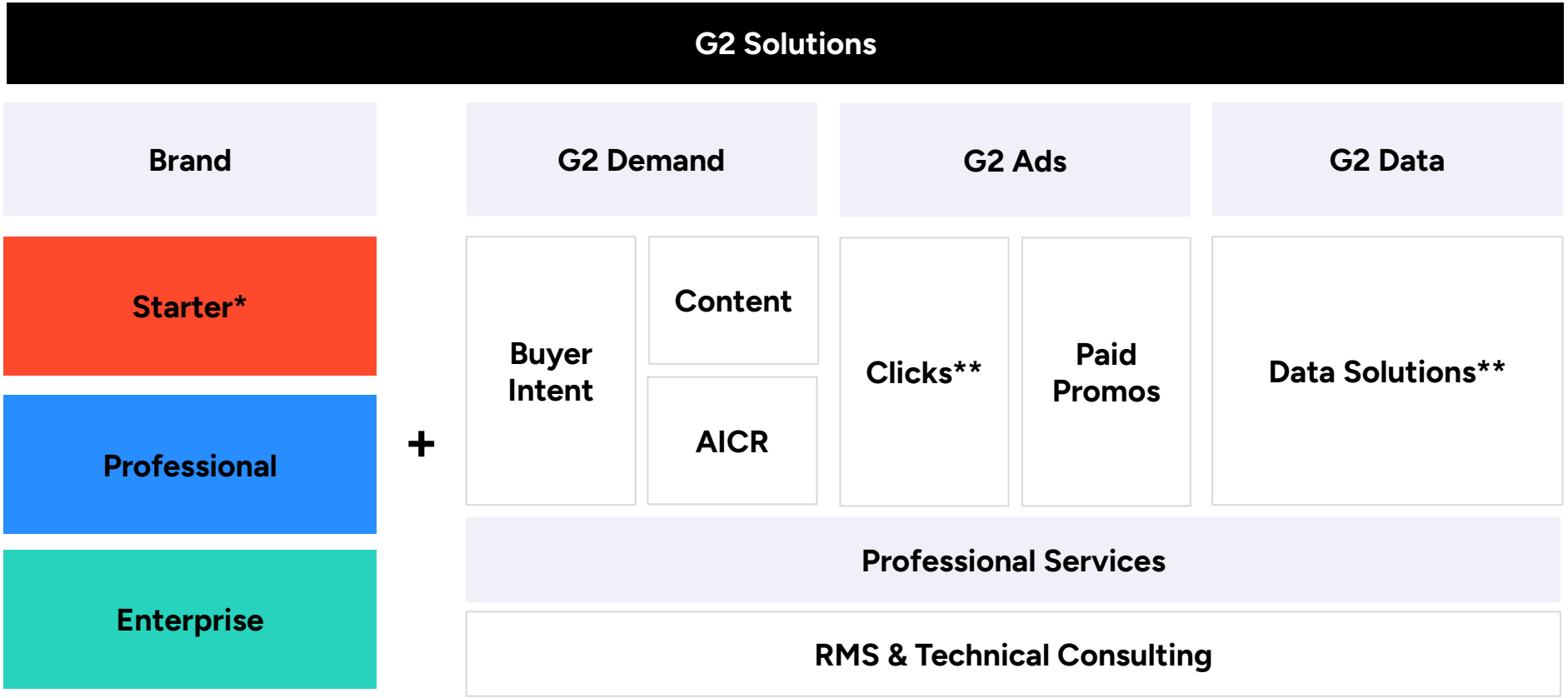
G2 Brand Professional Package

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.

G2 Packages + Add-Ons



*Starter is only available to new G2 customers with 1-100 employees and <7 profiles.
**Add-ons available for purchase on top of Professional and Enterprise packages only, with exception of G2 Clicks which are available on Free through Enterprise profiles. Additionally, no changes to Data Solutions.

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
Annual Subscription Price	$0	Year 1 Offer: $2,999 $5,999/year	$18,000	$34,000
Profile Admins	3	3	10	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
Showcase sponsored ads across G2	PPC	PPC or pay/slot	PPC or pay/slot	PPC or pay/slot
Track your profile presence across leading AI platforms with AI Visibility insights	-	-	x	x
Build Trust & Earn Recognition				
Collect reviews via G2 managed campaigns	-	x	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
Beat the Competition & Accelerate Growth				
Get real-time leads and custom CTAs	-	x	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 only for small businesses with 1-100 employees and less than 7 profiles*

G2 Solutions Set the foundation for success, then choose the add-ons to help you reach your go-to-market goals.	**Free**	**Professional**	**Enterprise**
Annual Subscription Price	$0	$18,000	$34,000
Profile Admins	3	10	Unlimited
Be Found			
Custom branded profile with competitors removed	-	x	x
Configure company-level information with Premium Seller Pages	-	x	x
Create custom profile groupings with Solutions Pages	-	-	x
Showcase sponsored ads across G2	PPC	PPC or pay/slot	PPC or pay/slot
Track your profile presence across leading AI platforms with AI Visibility insights	-	x	x
Build Trust & Earn Recognition			
Collect reviews via G2 managed campaigns	-	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	-	$500	$1,000
License all awarded report-based, milestone, and annual badges	-	x	x
License content and social assets with rights to G2 Report metrics	-	Add-On	Add-On
Beat the Competition & Accelerate Growth			
Get real-time leads and custom CTAs	-	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 only for small businesses with 1-100 employees and less than 7 profiles*

G2 Brand Packages + Key Features Unlocked

	G2 Brand Packages			
	Free	**G2 Brand Starter**	**G2 Brand Professional**	**G2 Brand Enterprise**
Pricing	Start for Free	$2,999 (Year 1 Offer) $5,999/year	Contact Sales	Contact Sales
Key Features Unlocked	***It starts with a profile.*** • 3 Profile Users • Basic Profile • Standard Seller Page • 'Users Love Us' Badge License • Basic Review Collection and Syndication	***Everything in Free, plus:*** • 3 Profile Users • Single Profile Review Collection • $100 Gift Card Credits • Custom CTAs • Upgraded Profile • Branded Banners + Review Campaigns • Report, Milestone, and Annual Badge License	***Everything in Starter, plus:*** • 10 Profile Users • Single Profile Review Collection • $500 Gift Card Credits • Single Product Custom CTAs • Review Management • Profile Visitor Data • Premium Seller Pages • Expanded Support + Account Settings	***Everything in Professional, plus:*** • Unlimited Profile Users • Multi-Profile Review Collection • $1,000 Gift Card Credits • Multi-Product Profile Custom CTAs • Market Intelligence • Solutions Pages *(Enterprise package only)* • Multi-Product Reviews *(Enterprise package only, on Solutions pages)*

Reference full FY26 Price Book with feature differentiation & descriptions here.

Package Names + Key Feature Differentiation

	G2 Brand Packages		
	Free	**G2 Brand Professional**	**G2 Brand Enterprise**
Pricing	$0	$18,000	$34,000
Key Features Unlocked	***It starts with a profile.*** • 3 Profile Users • Basic Profile • Standard Seller Page • 'Users Love Us' Badge License • Basic Review Collection and Syndication	***Everything in Free, plus:*** • 10 Profile Users • Single Profile Review Collection • $500 Gift Card Credits • Single Product Custom CTAs • Upgraded Profile • Review Management • Profile Visitor Data • Premium Seller Pages • Expanded Support + Account Settings • Report, Milestone, and Annual Badge License	***Everything in Professional, plus:*** • Unlimited Profile Users • Multi-Profile Review Collection • $1000 Gift Card Credits • Multi-Product Profile Custom CTAs • Market Intelligence • Solutions Pages *(Enterprise package only)* • Multi-Product Reviews *(Enterprise package only, on Solutions pages)*

Reference full FY26 Price Book with feature differentiation & descriptions here.

G2 Add-Ons + Key Features Unlocked

	G2 Add-Ons				
	G2 Demand		G2 Ads		G2 Data
Add On	**Content Subscription**	**Buyer Intent**	**Clicks**	**Paid Promotions**	**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	• Activate Buyer Intent data from G2 Profile, Pricing, Category, Comparison, and Competitor traffic • Action G2 Buyer Intent data across GTM platforms, including: campaigns, prospecting, and ad channels with ABM integrations • 30 user seats per vendor	• 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	• Stake your claim and showcase your brand across G2 Ad spaces • Purchase quarterly or annual ad buyouts • Limited to three (3) spots per placement	• 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
Professional Services		Technical Consulting			

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*

**with an average rating of 4.0 stars*

Starter Package

Ideal for small businesses with 1-100 employees 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

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

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

G2 Add-Ons:
Demand, Ads + Data

ADD-ON: DEMAND

G2 Content Subscription

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.

- 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
- Bespoke, full-funnel research built from G2-verified data and AI-led insights to answer your most critical business questions
- Quick-turn, data-backed reports using G2 marketplace signals, ideal for agile campaigns and rapid content needs
- Third-party validated customer stories grounded in real user interviews to build credibility and accelerate deals.

AICR Product Comparison

	Custom Research FLAGSHIP · NRR	Synthetic Reports FAST INSIGHTS · NRR	Case Studies PROOF CONTENT · NRR	Growth Subscription Bundle SUBSCRIPTION · ARR · RECOMMENDED
WHAT IT IS	Bespoke study that answers a specific business question the client brings, delivered as a full written report with original data and commentary collected via AI voice agent.	A structured research report built from data G2 already holds, customized to a client's focus area.	Third-party validated customer success stories written by G2 and grounded in direct interviews with a vendor's customers.	Subscription-based bundle with custom research assets, hosted G2 content, and a recurring refresh cadence.
SCOPING	Each project is scoped from scratch: methodology, audience, and output are designed uniquely per client. No two engagements are the same.	Uses a templated framework that can be adapted to specific angles and topics. Sold as a standalone, per-project deliverable, no ongoing commitment.	Each case study covers one customer story. Can be sold individually or bundled with other AICR products. Scope is defined by number of stories and depth of interview.	Scoped as an annual subscription with defined research deliverables, content hosting on G2 properties, and a recurring refresh schedule. Renewed annually.
DATA SOURCING	G2 researchers recruit respondents specifically for the engagement from G2's verified reviewer network and the client's own customer list or 3rd party recruiting partners.	Existing G2 platform data is pulled: historical review signals, behavioral usage patterns, and category-level benchmarks accumulated across the G2 marketplace.	G2 researchers conduct structured conversations with the client's customers. Content is drawn from those firsthand accounts, then written and validated by G2.	Combines purpose-built custom research with G2's existing hosted content. Published on G2-owned properties and refreshed on a recurring cadence.
PRICE RANGE	$25k+	$10k+	$5k+	$75k+
DELIVERY	3-4 weeks	Less than 1 week	3–6 weeks	Ongoing subscription
SALES MODEL	Standalone per project	Standalone per project	Standalone or bundle	Annual subscription
REVENUE TYPE	NRR	NRR	NRR	ARR
LICENSE STARTS	Delivery date	Delivery date	Delivery date	Contract date

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
- Gain 30 user seats per vendor for the management of Buyer Intent

ADD-ON: ADS

G2 Ad Clicks

If cost containment is desired as customers test their ad presence on G2, 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 G2 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 100M software buyers

ADD-ON: ADS

G2 Ads Paid Promotion

Paid Promotions allow customers a complete buyout of desired ad space. These buyouts can be done on a quarterly or annual basis 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.

- 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: 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