



G2 Pricing & Packaging

Updated April 2026

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

G2 Solutions

Brand

Starter*

Professional

Enterprise

+

G2 Demand

Buyer
Intent

Content

G2 Ads

Clicks**

Paid
Promos

G2 Data

Data Solutions**

Professional Services

RMS

*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	<p><i>It starts with a profile.</i></p> <ul style="list-style-type: none"> • 3 Profile Users • Basic Profile • Standard Seller Page • 'Users Love Us' Badge License • Basic Review Collection and Syndication 	<p><i>Everything in Free, plus:</i></p> <ul style="list-style-type: none"> • 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 	<p><i>Everything in Starter, plus:</i></p> <ul style="list-style-type: none"> • 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 	<p><i>Everything in Professional, plus:</i></p> <ul style="list-style-type: none"> • Unlimited Profile Users • Multi-Profile Review Collection • \$1,000 Gift Card Credits • Multi-Product Profile Custom CTAs • Market Intelligence • Solutions Pages <i>(Enterprise package only)</i> • Multi-Product Reviews <i>(Enterprise package only, on Solutions pages)</i>

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	<p><i>It starts with a profile.</i></p> <ul style="list-style-type: none"> • 3 Profile Users • Basic Profile • Standard Seller Page • 'Users Love Us' Badge License • Basic Review Collection and Syndication 	<p><i>Everything in Free, plus:</i></p> <ul style="list-style-type: none"> • 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 	<p><i>Everything in Professional, plus:</i></p> <ul style="list-style-type: none"> • Unlimited Profile Users • Multi-Profile Review Collection • \$1000 Gift Card Credits • Multi-Product Profile Custom CTAs • Market Intelligence • Solutions Pages <i>(Enterprise package only)</i> • Multi-Product Reviews <i>(Enterprise package only, on Solutions pages)</i>

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	<ul style="list-style-type: none"> License G2 content and social assets Gain access to G2 Report metrics Enhance messaging with citable G2 statistics Deliver refreshed quarterly content 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Stake your claim and showcase your brand across G2 Ad spaces Purchase quarterly or annual ad buyouts Limited to three (3) spots per placement 	<ul style="list-style-type: none"> 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 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 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



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





G2 Add-On: Professional Services

{COMPANY} Proposal

Add Company Name

Review Managed Services

Add plan name

12 month term at

PRICE

Add Price

Term

Max Number of Products Supported

Total Number

Defining Ideal Personas

Tracking Docu

Custom Repo

Dedicated G2 Support & Consultation

Update what's included in your proposal plan using slide 13





Migration Slides: Legacy to G2 Brand Packages

Core

Profile Management

Advanced G2 Profile

Review Syndication: Share G2 reviews on leading partner marketplaces, extending your reach to millions of buyers each month.

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Collect reviews on your profile

Access to G2 Gives Landing Pages

Review Management

License to use reviews in sales and marketing efforts

Respond to reviews

Data Analytics

Access profile performance analytics

Access G2 Review performance, decay, and approval statuses

Competitor review trends, user satisfaction, estimated search volume

Demand Capture

Real-time leads via webhooks

Unlimited leads & clicks

Track prospects visiting G2 and your website

Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content



Brand Professional

Profile Management

Advanced G2 Profile

Review Syndication on leading partner marketplaces

★ Premium Seller Page: Configure company information at the corporate brand level

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Collect reviews on your profile

Access to G2 Gives Landing Pages

★ Official review gathering landing page

★ G2 managed written & voice Review campaigns (including gift card credit for campaigns)

★ AI-assisted reviews via calls & meetings

★ Three video review license to repurpose

★ Review refresh campaigns

★ In-app review collection via API, widgets & integrations

Review Management

License to use reviews in sales and marketing efforts

Respond to reviews

★ Review display integrations & widgets

★ Identify references from reviews

★ Custom questions on review form

Data Analytics

Access profile performance analytics

Access G2 Review performance, decay, and approval statuses

Competitor review trends, user satisfaction, estimated search volume

Demand Capture

Real-time leads via webhooks

Unlimited leads & clicks

Track prospects visiting G2 and your website

Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content

★ Profile visitor data

Core & Review Growth

Profile Management

Advanced G2 Profile

Review Syndication on leading partner marketplaces

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Official review gathering landing page

G2 managed written & voice Review campaigns

AI-assisted reviews via calls & meetings

One video review license to repurpose

Review refresh campaigns

In-app review collection via API, widgets & integrations

Review Management

Review display integrations & widgets

License to use reviews in sales and marketing efforts

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Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content



Brand Professional

Profile Management

Advanced G2 Profile

Review Syndication on leading partner marketplaces

★ Premium Seller Page: Configure company information at the corporate brand level

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Official Review Gathering Landing Page

G2 Managed Written & Voice Review Campaigns

AI-Assisted Reviews via Calls & Meetings:

One Video Review License to Repurpose

Review Refresh Campaigns

Review Collection API, Widgets & Integrations

★ Two Additional Video Review Licenses to Repurpose

Review Management

Review display integrations & widgets

License to use reviews in sales and marketing efforts

Identify references from reviews

Respond to reviews

Custom questions on review form

Data Analytics

Access profile performance analytics

Access G2 Review performance, decay, and approval statuses

Competitor review trends, user satisfaction, estimated search volume

Demand Capture

Real-time leads via webhooks

Unlimited leads & clicks

Track prospects visiting G2 and your website

Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content

★ Profile visitor data

Core & Review Growth

Profile Management

Advanced G2 Profile

Review Syndication on leading partner marketplaces

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Official review gathering landing page

G2 managed written & voice Review campaigns

AI-assisted reviews via calls & meetings

One video review license to repurpose

Review refresh campaigns

In-app review collection via API, widgets & integrations

Review Management

Review display integrations & widgets

License to use reviews in sales and marketing efforts

Identify references from reviews

Respond to reviews

Custom questions on review form

Data Analytics

Access profile performance analytics

Access G2 Review performance, decay, and approval statuses

Competitor review trends, user satisfaction, estimated search volume

Demand Capture

Real-time leads via webhooks

Unlimited leads & clicks

Track prospects visiting G2 and your website

Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content



Brand Enterprise

Profile Management

Advanced G2 Profile

Review Syndication on leading partner marketplaces

★ Premium Seller Page: Configure company information at the corporate brand level

★ Solutions Page*: Create customized groupings of profiles to address a specific business need, customer segment, or use case.

Badge Licensing

Access to Report-Based, Milestone, and Annual Badges

Display Badge on G2 Profile

Review Generation

Official Review Gathering Landing Page

G2 Managed Written & Voice Review Campaigns

AI-Assisted Reviews via Calls & Meetings

One Video Review License to Repurpose

Review Refresh Campaigns

Review Collection API, Widgets & Integrations

★ Four Additional Video Review Licenses to Repurpose

★ Multi-Product Review Collection*

Review Management

Review display integrations & widgets

License to use reviews in sales and marketing efforts

Identify references from reviews

Respond to reviews

Custom questions on review form

Data Analytics

Access profile performance analytics

Access G2 Review performance, decay, and approval statuses

Competitor review trends, user satisfaction, estimated search volume

Demand Capture

Real-time leads via webhooks

Unlimited leads & clicks

Track prospects visiting G2 and your website

Custom lead form and integrations

List offers with G2 Deals

Display Sponsored Content

★ Profile visitor data

★ Market Intelligence

★ Access to category, traffic, customer satisfaction, win-loss, and pricing data sourced from G2. Limited export based on category.

★ Newly added functionality

* Grouped profiles must be on Enterprise package



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. CTAs not included on Free.	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
Positioning vs Competitors: Add messaging to show how you stand out from the crowd.		x	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
Review Syndication: Share G2 reviews on leading partner marketplaces, extending your reach to millions of buyers each month.	x	x	x	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 (unincenvized): Collect reviews from a profile specific landing page without gift card incentives to reviewers.	x	x	x	x
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 review campaign equipped with incentives for those who complete reviews. Voice Review Campaigns: Collect voice reviews through a G2-run review campaign equipped with incentives for those who complete reviews.		x \$100 gift card credit for annual plans	x \$500 gift card credit	x \$1,000 gift card credit
Review Refresh Campaigns: Re-engage past reviewers by encouraging them to update their existing G2 reviews-with or without incentives.			x	x
Review Collection API & Integrations: Collect reviews directly in a customer's experience through. View list of current partner integrations.		x	x	x



All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Generation				
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 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
Review Publication: Republish and share reviews of the products for which Client has a licensed G2 profile with backlinking.			x	x
Identify References from Reviews: Connect with reviewers who agree to be references for your product.			x	x



All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Management				
Crowd Quotes: Share and embed key review quotes.			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
Custom Questions on Review Form: Add additional questions to your respective review form that are not included today.			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
Customer Review Generation & 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



All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Management				
Reviews API Access: Customize how G2 Reviews are displayed on your website.				x
Demand Capture				
Free Trial CTA: Include a link to activate a free trial of your product.	PPC	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.	Destination URL only for Sponsored Content on Clicks	Default Options	Full Customization	Full Customization
Lead Forms: Collect company specific information with a customizable lead form.			x	x
Buy with AWS: Connect custom CTA to drive directly to AWS Marketplace's 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



All Plan Features

Feature	Free	Starter	Professional	Enterprise
Demand Capture (cont)				
Track Your Prospects: Track visitors who navigate between your G2 Profile and your website.		x	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.		PPC	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 + Website\$500 chat credit	G2.com + 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



All Plan Features

Feature	Free	Starter	Professional	Enterprise
G2 Content				
License content and social assets with rights to G2 Report metrics.			Add-on	Add-on
Data Analytics				
Profile Traffic, Time on Page, Clicks: Access profile performance analytics over time and against your competitors.		x	x	x
Executive Summary: Track key metrics and performance across a vendor's entire portfolio.			x	x
Review Activity: Monitor and analyze G2 Review performance, decay, and approval statuses.		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
G2 Advertising (Package Add Ons)				
Sponsored Ads (G2 Clicks): Add a CTA button to your profile and get limited ad rotation on Category, Competitor, Alternatives pages.	PPC	PPC	PPC	PPC



All Plan Features

Feature	Free	Starter	Professional	Enterprise
G2 Advertising (Package Add Ons cont)				
Sponsored Ad Buyouts (Paid Promotions): Quarterly or annual ad buyouts, limited to 3 spots per placement.			Pay per spot	Pay per spot
Account Settings				
User Seats: Access to my.G2 for all users (including admins). Note, limits are set at the vendor level by the highest package upgraded or the inclusion of Buyer Intent (e.g. 1 or more profiles on Enterprise enables unlimited users across all profiles, 1 or more profiles on Professional enables 10 total users on the seller, otherwise 3 max. Buyer Intent allows for 30 total users for customers on the Professional Package).	3	3	10	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
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





Investment + Proposal Templates

Add Company Name

{COMPANY} Package

Feature based on user need

G2 Brand Starter Package

\$0

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6

+

Include Add-On

[Add-On 1]

[\$]

- Feature 1
- Feature 2
- Feature 3

Include Add-On

[Add-On 2]

[\$]

- Feature 1
- Feature 2
- Feature 3

Include Add-On

[Add-On 3]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 4]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 5]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 6]

[\$]

- Feature 1
- Feature 2
- Feature 3

Add Company Name

{COMPANY} Package

Feature based on user need

G2 Brand Professional Package

\$0

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6

+

Include Add-On

[Add-On 1]

[\$]

- Feature 1
- Feature 2
- Feature 3

Include Add-On

[Add-On 2]

[\$]

- Feature 1
- Feature 2
- Feature 3

Include Add-On

[Add-On 3]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 4]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 5]

[\$]

- Feature 1
- Feature 2
- Feature 3

[Add-On 6]

[\$]

- Feature 1
- Feature 2
- Feature 3

Add Company Name

{COMPANY} Package

Feature based on user need

G2 Brand Enterprise Package
\$0
<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3• Feature 4• Feature 5• Feature 6

+

Include Add-On	Include Add-On	Include Add-On
[Add-On 1]	[Add-On 2]	[Add-On 3]
[\$]	[\$]	[\$]
<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3
[Add-On 4]	[Add-On 5]	[Add-On 6]
[\$]	[\$]	[\$]
<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	<ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3

Add Package Name	{COMPANY} Investment		Add Company Name
G2 Brand <NAME> Package	\$		
G2 Demand Buyer Intent Add-On	\$		
G2 Demand Content Add-On	\$		
G2 Ads Clicks	\$		
G2 Ads Paid Promotions	\$		
G2 Data Solutions	\$		
G2 Professional Services RMS	\$		
List Price	\$		
Discount % <small>2+ Products on G2</small>	%		
Money Saved	-\$		
Net Price*	\$		

**Please Update
"x%" to either 1%
(for Renewal) or
2% (for New Biz)**

*Transact through AWS Marketplace for additional **x%** TCV savings via Marketplace Private Offer Promotion Program (MPOPP) credits (for first time transactions).



Content Subscription

Category & Comparison Report Module	Momentum & Index Report Module	A-La-Carte Options
<p>Promote the comparison of your product against competitors using aggregated evaluation criteria</p> <ul style="list-style-type: none"> • Category Grid Report • Comparison Reports • Segmented versions of above reports • 1 PDF Report • Choice of 2 of the below line items: <ul style="list-style-type: none"> ○ 3 static social assets ○ 1 animated social asset ○ 1 infographic. 	<p>Promote the comparison of your product against competitors using specific evaluation criteria</p> <ul style="list-style-type: none"> • Momentum Grid Report • Usability Index Report • Results Index Report • Implementation Index Report • Relationship Index Report • Choice of 2 of the below line items: <ul style="list-style-type: none"> ○ 3 static social assets ○ 1 animated social asset ○ 1 infographic. 	<ul style="list-style-type: none"> • Category Grid Report - \$25,000 • Segmented Grid Report - \$25,000 • Comparison Report - \$18,000 • Regional Grid Report - \$7,000 • Momentum Grid Report - \$7,000 • Index Report (Usability, Results, Implementation, or Relationship)- \$7,000 • Static Social Asset: \$2,500 • Animated Social Asset: \$2,500 • Infographic - \$2,500 • Report PDF - \$2,000
<p>One Category: \$45,000 All Categories: \$80,000</p>	<p>One Category: \$13,000 All Categories: \$25,000</p>	



Add Company
Name

{COMPANY} Proposal

First 30 days

Kick-off Calls

First 30 days

Onboarding & Profile Call

Add Dates and
Milestones

First 30 days

Review Strategy

Add notes and
details

60 days +

Marketing & Sales with G2

90 days

First QBR

90 days +

Quarterly Connects



Add Company
Name

{COMPANY} Proposal

Add Dates and
Milestones

Day 1	Kick-off Calls
Week 1	Onboarding & Profile Call
Week 1	Campaign Requirements
Week 1-2	Review Campaign
Week 2-3	Buyer Intent Call
Week 2-3	Implementation Call
<30 days	Onboarding Transition

Add notes and
details





Mutual Success Plan



Internal Note

This MSP template includes the success metrics tied to our key packages (Professional, Enterprise, Buyer Intent & Content). Please edit a copy and adjust for your customers based on what they are purchasing.



Include specific G2 Brand Package + Add-Ons

G2 Investment OVERVIEW

- G2 Brand <Package Name> Packa
- G2 Demand Buyer Intent Add-On
- G2 Demand Content Add-On

WHAT outcomes do you want to achieve?

- G2 Brand Package
 - Increase referral & profile traffic + brand awareness
 - Review volume, consistency, and influence
- G2 Demand Buyer Intent
 - Increase qualified pipeline
 - Increase conversion rate
 - Increase deal size/ACV
 - Identify churn risks
- G2 Demand Content
 - Drive MQLs & conversions
 - Leverage advantages against competitors

Remove goals as needed based on customer priorities.

WHO should be involved?

- Person a

HOW will you measure success?

Increase referral & profile traffic + brand awareness

- How to measure success: link clicks & Track Your Prospects Data, profile traffic #s, overall influence & total leads from CTA buttons

Review volume, consistency & influence

- How to measure success: # of reviews, % increase in reviews, review recency score, # references from reviews

Increase qualified pipeline

- How to measure success: G2 intent closed/won avg. ACV vs. all pipeline closed/won avg. ACV

Increase conversion rate (CVR)

- How to measure success: G2 influenced opportunity to closed/won CVR vs. current opportunity to customer CVR, MQLs & CVR on marketing campaigns and/or sales outreach using G2 content

Increase deal size/ACV

- How to measure success: G2 influenced opportunity avg. current avg. deal size

Identify churn risks

- How to measure success: # of current churn-risk customer intent

Leverage advantages against competitors

- How to measure success: win rate % when deploying G2 content in sales and marketing efforts

Remove goals as needed based on customer priorities.

This is also a good space to include notes on which integrations they should deploy, and get their commitment to how they report back on results to u





Partnership Opportunities

G2 + {C} Partnership Opportunities

Add Company
Name



Webinars

Hosted & promoted together.



Co-marketing

Reports, studies, events, & more.



Integrations

Bring new value to joint customers.



Thank You





APPENDIX: New Capability Slides

NEW CAPABILITY

Competitive Signal

Gain real-time insights into competitive threats for prospects, customers and active deals



See which competitors are being evaluated and activate campaigns



Prevent pipeline leaks before they start with actual customer behavior



Fuel sales and success convos with timely, relevant context



Launch targeted campaigns to the most engaged prospects and customers

Included for all G2 Buyer Intent Customers

Top Rated Salesforce Sales Cloud Alternatives



HubSpot Sales Hub
By HubSpot
★★★★☆ (12,376)
4.4 out of 5



Apollo.io
By Apollo.io
★★★★☆ (8,827)
4.7 out of 5



Clari
By Clari
★★★★☆ (5,453)
4.6 out of 5

[See all Salesforce Sales Cloud Alternatives](#)

HubSpot Sales Hub Pricing

Free HubSpot CRM

\$0.00

Sales Hub Starter

\$20.00

1 Core Seat Per Month

Sales Hub Professional

\$100.00

1 Sales Seat Per Month

Sales Hub Enterprise

\$150.00


1 Sales Seat Per Month

[See all 4 HubSpot Sales Hub pricing levels](#)

Company	Rating	Count	Location	Time Ago	Profile	Score	Count
Show Industries Group	Low	1	Tennessee, United States	4 days ago		2	0
Family Connections	Low		New Jersey, United States	about 10 hours ago		2	0
Algorhythmics	Low		New York, United States	about 8 hours ago		1	0
The Trade Desk	Low		New York, United States	2 days ago		1	0
Origen Energy	Low		Victoria, Australia	8 days ago		0	0
New Relic	Low	2	Australia	about an hour ago		0	0
Accenture	Low	2	Karnataka, India +1	2 days ago		0	0
Evalon	Medium	1	Netherlands +2	3 days ago		0	0
Dropsbox	High	1	Washington, United States +2	about an hour ago		0	1
JPMorgan Chase	Low	1	New York, United States	about 4 hours ago		0	0
Bluebird	Low	1	Texas, United States	4 days ago		0	0
Amtrak	Low	1	New York, United States	4 days ago		0	0
TechnologyAdvice	Low	1	Pennsylvania, United States	about 8 hours ago		0	0



Free Seller Page



Bynder
★★★★★ 1,133 reviews
Typeface | 8 categories

Average rating **4.4**
G2 Grid® leader
2013

Products Reviews About

Category

- Brand Asset Management
- Content Creation
- Content Distribution
- Content Experience Platforms
- Creative Management Platforms
- Digital Asset Management
- Digital Rights Management (DRM)
- SAP Store

All Products & Services Sort By: Popularity

Product

Bynder
★★★★★ 1,133 reviews

Brand Portal Digital Asset Management Software

Product

Bynder Webdam
★★★★★ 118 reviews

Webdam provides a comprehensive range of tools to help your teams work fast and great with their digital assets.

Product

Digital Asset Management for SAP Commerce Cloud
★★★★★ 7 reviews


Buyer needs to integrate a range of products and services to manage digital assets. This integration can be a challenge. It can be a challenge to integrate digital assets with SAP Commerce Cloud. This integration can be a challenge. It can be a challenge to integrate digital assets with SAP Commerce Cloud.

Profile Name

- Bynder
- Bynder Webdam

Brand Asset Management for SAP Commerce Cloud

Bynder Reviews Sort By: Most Recent




Verified User in Oil & Energy

10/16/2018

Premium Seller Page

ction
ROADSHOW





G2
★★★★★ 5,133 reviews
Typeface | 3 categories

Average rating **4.6**
G2 Grid® leader
2012

Products Reviews About

Featured Products

G2 Marketing Solutions
★★★★★ 1,133 reviews

G2.com
★★★★★ 3,198 reviews

G2 Data Solutions
★★★★★ 7 reviews

G2 Market Intelligence
★★★★★ 12 reviews

All Products & Services Sort By: Popularity

Product

G2.com
★★★★★ 3,198 reviews

G2 helps businesses discover, create, buy, and manage the software needed to reach their potential.

Product

G2 Marketing Solutions
★★★★★ 1,133 reviews

Discover and compare essential SaaS with G2's curated marketing and selling solutions.

Product

G2 Market Intelligence
★★★★★ 12 reviews

G2 Market Intelligence is an advanced dashboard that provides comprehensive, global data sourced from G2, empowering marketers with valuable information about their product, competitors, and customer preferences. G2 Market Intelligence can help you improve your ROI. G2 Market Intelligence software companies get access to their customer, sales and marketing, website data and analytics.

Product

G2 Data Solutions
★★★★★ 7 reviews

Discover your reports in the industry's most accessible product data. Get paid the most and find your data with our specialized tools and services. Compare, and customer satisfaction scores from G2's buyers.

Product

Minty for Sales
★★★★★ 2 reviews

The first user ID assistant for buying software, powered by ChatGPT.

Product

G2 Clicks
★★★★★ 3 reviews

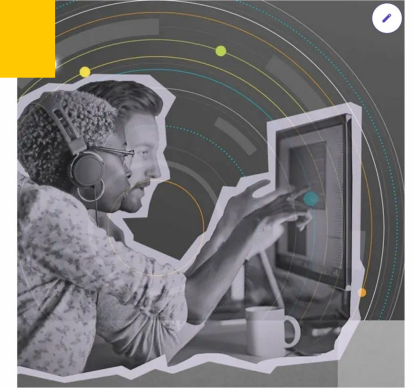
Solutions Page

Solution: SolarWinds Monitoring & Observability

Solarwinds Monitoring & Observability


We designed our solutions to be simple to use whether you prefer to monitor from inside your firewall or with a SaaS offering from the cloud.

SolarWinds Solutions

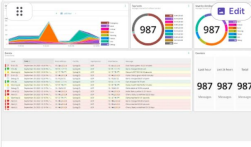


Featured Solution Products

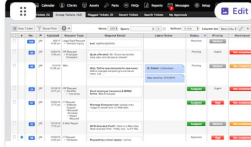
Explore products from SolarWinds Worldwide LLC's SolarWinds Monitoring & Observability solution



SolarWinds Security Observability
★★★★★ 4/5 (75)



SolarWinds Kiwi Syslog Server
★★★★★ 4.6/5 (15)



SolarWinds Web Help Desk
★★★★★ 3.9/5 (57)



From Free Seller Pages to Enterprise Solutions Pages

Free Seller Pages	Premium Seller Pages <i>(Available on Professional and Enterprise)</i>	Solution Pages* <i>(Available on Enterprise)</i>
Add Logo	Add Logo	Customize Header Image
Update About Section Text	Update About Section Text	Customize Headline Text
	Customize Banner	Highlight Featured Products
	Highlight Featured Products	Configure Primary CTA
		Collect + Highlight Reviews for Featured Products

**Profiles must be upgraded to Enterprise plan in order to be configurable on Solutions Pages*



NEW CAPABILITY

Premium Seller Pages

Centralize your brand to engage buyers earlier.



Highlight reviews and ratings to support early-stage buyer evaluation



Help existing customers discover more solutions and expand their use



Showcase company-level details above individual product pages.

SolarWinds
★★★★★ 4.5/5 (10,001)
74 profiles | 92 categories

Average star rating: 4.5
Serving customers since: 1999

Products & Services | Reviews | About

Featured Products

- SolarWinds Observability Suite (★★★★★ 4.5/5)
- SolarWinds Standard Toolset (★★★★★ 4.5/5)
- SolarWinds Service Desk (★★★★★ 4.5/5)
- SolarWinds Security Event Manager (★★★★★ 4.5/5)

All Products & Services

Search: Sort By: Popularity

- SolarWinds Observability Suite (★★★★★ 4.5/5)
SolarWinds Observability Suite provides all of your observability needs in one tightly
- SolarWinds Observability (★★★★★ 4.5/5)
SolarWinds® Hybrid Cloud Observability is a full-stack observability solution designed
- SolarWinds Service Desk (★★★★★ 4.5/5)
SolarWinds Service Desk is an IT and Employee Service Management solution

Included in Professional and Enterprise Package



NEW CAPABILITY

Solutions Pages

Customized product specific groupings defined by you.



Showcase bundled value based on real world problems, industries, or use cases

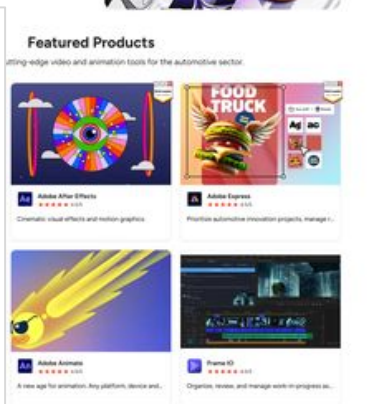
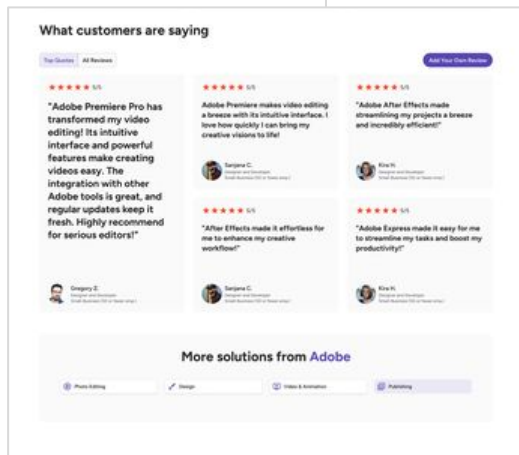
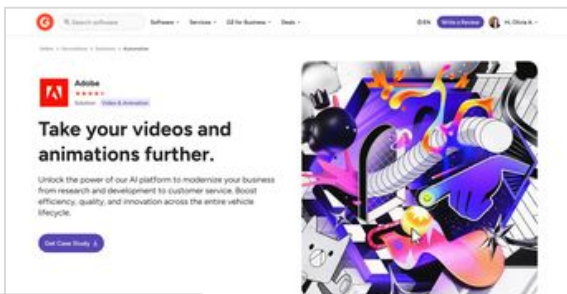


Build buyer confidence by prominently featuring authentic social proof



Set-up and collect multi-product reviews based on specific group of profiles

Included in Enterprise Package



NEW CAPABILITY

Multi-Product Review

One company, multiple products, a single review experience.



Collect value across products in a consolidated review form



Gather insight on complete portfolios vs. individual products alone



Drive visibility and confidence across entire portfolio

Currently reviewing the
Kaseya 365 Ops

Tell us about all the products in the solution that you use and we'll streamline the review process so that it should only take 10-15 minutes to complete.

Which software in this solution do you have experience with? (Select all that apply)

- IT Glue
- Autotask
- Kaseya BMS
- ConnectBooster
- Kaseya Quote Manager

[Start Review](#)

Included in Enterprise Package



NEW CAPABILITY

Profile Visitor Data

See who's looking at your profile pages and proactively engage qualified leads



Enrich and append data with new G2 profile visitor data

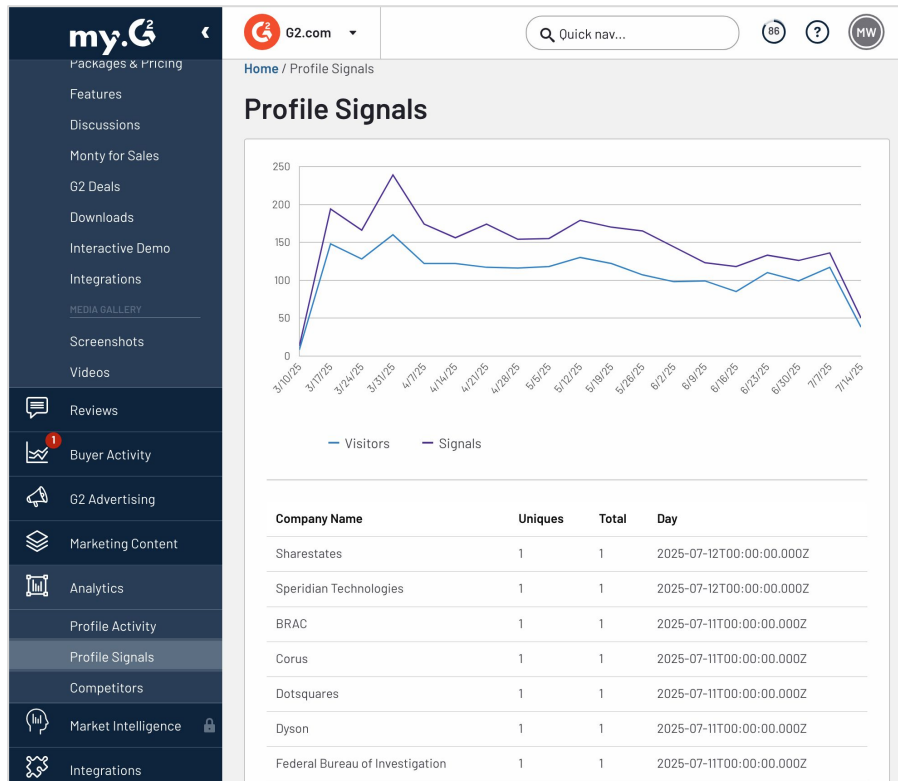


Monitor market interest in specific products offered via profile traffic



Build pipeline with audiences already showing interest in your products

Included in Professional and Enterprise Package



NEW CAPABILITY

Market Intelligence

Turn customer voice and buyer behavior into your competitive advantage



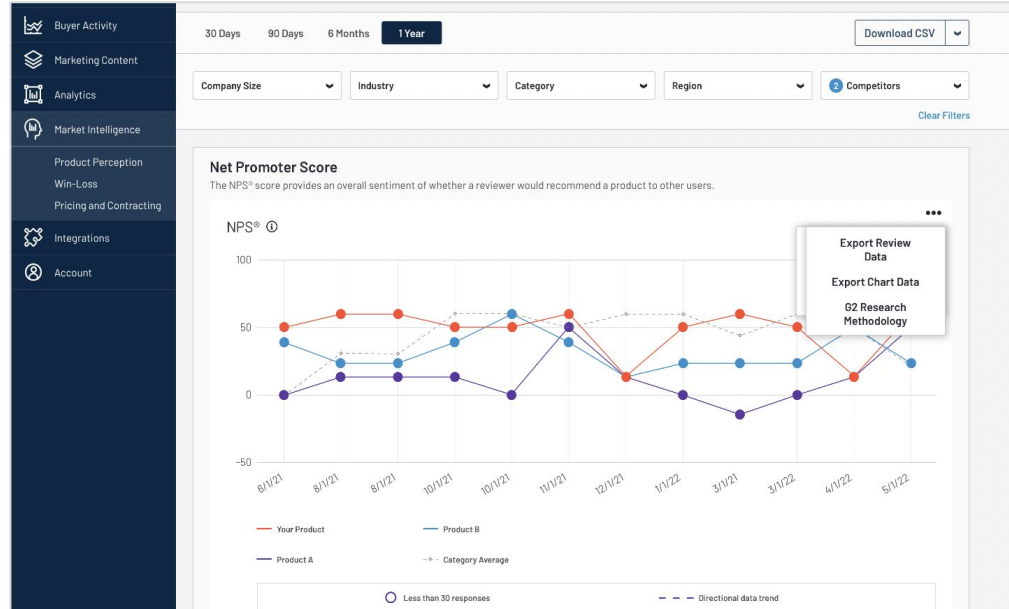
Gain access to satisfaction, pricing, and win-loss data across your category



Use a real-time dashboard to improve messaging, strategy and win rates



Strengthen your competitive position based on up-to-date insights



Included in Enterprise Package, Limited export based on category.

