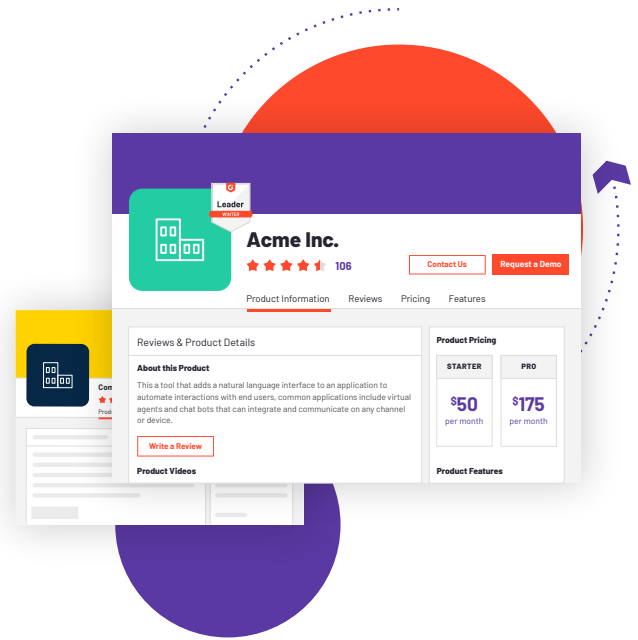




The Value of a G2 Profile

Your customers are talking about you. Now's the time to join the conversation.



“After being able to build up reviews in a relatively short period of time we then turned to utilizing the Grid Reports to help drive engagement/leads as well as establishing our place in the market. The Grid Reports were our #2 asset driving engagement and lead gen in our LinkedIn advertising program.”



Jonathan Moody
Director of Demand Generation
solarwinds

With the resources on G2.com, buyers can research the perfect solutions for their businesses, develop a shortlist of products that correspond to their feature preference, and read through third-party validated customer feedback. An upgraded profile on G2 helps you take that to the next level, by identifying in-market buyers, responding directly to customer reviews, and amplifying customer voice everywhere your buyers are.



Validate your brand

Claim your G2 profile and encourage authentic customer reviews to build brand recognition and credibility.



Influence more buyers

Upgrade your profile, utilize sponsored content, and syndicate G2 content across your marketing channels.



Capture demand

Embed custom CTAs on your profile and target in-market buyers with G2 Buyer Intent.



Close more deals

Enable sales with G2 reference pages, competitor comparisons, and category reports.



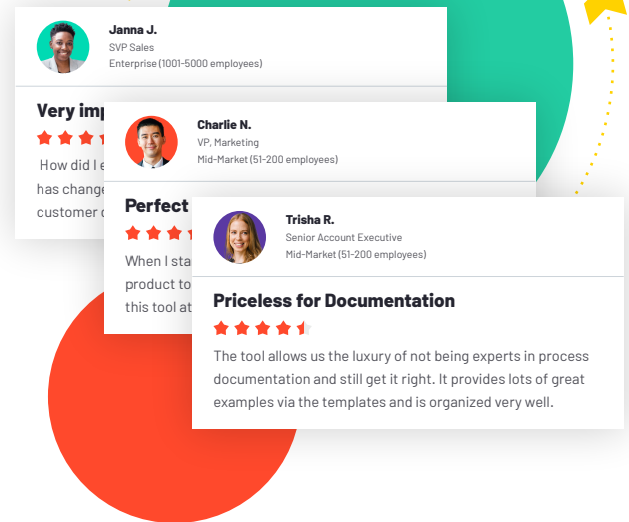
Fuse Workforce Management utilized an upgraded G2 profile to connect with qualified buyers resulting in over \$300k of annual recurring revenue.



DialogTech took advantage of G2 Buyer Intent notifications and close a six-figure enterprise deal.



Using G2 reports, Sisense captured 1,800 leads, generated 100 opportunities, and saw 16x ROI.



1,400,000+

more reviews than any other
B2B review site

60,000,000+

unique visitors a year, and
growing steadily

100,000+

products and services

1,000,000+

verified users

Talk to us today to find out what G2 can do for you

sell.g2.com/request-a-demo