



G2 Pricing Guide

Updated August 2025

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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 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.

8x

Product profiles on G2 get 8x higher traffic than the competition.

3M+

3M+ trusted reviews and validated insights.

#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 Pricing & Packaging

G2 Solutions

Brand

G2 Demand

G2 Ads

G2 Data

Starter*

**Buyer
Intent**

Content

Clicks*

**Paid
Promos**

Data Solutions*

Professional

+

Professional Services

Enterprise

RMS

*Starter available only for vendors with 1-50 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 Brand Packages 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	Contact Sales	Contact Sales
Profile Admins		3	3	10	Unlimited
Drive Brand Impact					
Custom branded profile with competitors removed		-	x	x	x
Use all awarded report-based, milestone, and annual badges		-	x	x	x
Configure company-level information with Premium Seller Pages		-	-	x	x
Create custom profile groupings with Solutions Pages		-	-	-	x
Amplify Customer Voice					
Collect reviews via G2 managed campaigns		-	x	Single Profile	Multi-Profile
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
Capture Demand					
Get real-time leads and custom CTAs		-	x	Single Product	Multi-Product
Gain access to prospects and customers active on your profile		-	-	x	x
License content and social assets with rights to G2 Report metrics		-	-	Add-On	Add-On
Collect and activate G2 Buyer Intent Data directly or via integrations		-	-	Add-On	Add-On
Promote Products + Inform Strategy					
Strengthen your competitive advantage with Market Intelligence		-	-	-	x
Gain access to satisfaction, pricing, and category win-loss data		-	-	-	x
Showcase sponsored ads across G2		PPC	PPC or pay/slot	PPC or pay/slot	PPC or pay/slot

*available only for small businesses with 1-50 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>Get started for free with:</p> <ul style="list-style-type: none">• 3 Admins• Basic Profile• Standard Seller Page• 'Users Love Us' Badge• Basic Review Collection and Syndication	<p>Everything in Free, plus:</p> <ul style="list-style-type: none">• 5 Admins• Upgraded Profile• Branded Banners + Review Campaigns• Badges	<p>Everything in Starter, plus:</p> <ul style="list-style-type: none">• 10 Admins• Review Management• Profile Visitor Data• Premium Seller Pages• Expanded Support + Account Settings	<p>Everything in Professional, plus:</p> <ul style="list-style-type: none">• Unlimited Admins• Market Intelligence• Solutions Pages (Ent profiles only)• Multi-Product Reviews (Ent profiles only, on Solutions pages)

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 assetsGain access to G2 Report metricsEnhance messaging with citable G2 statisticsDeliver refreshed quarterly content	<ul style="list-style-type: none">Activate Buyer Intent data from G2 Profile, Category, Comparison, and Competitor trafficAction G2 Buyer Intent data across GTM platforms, including: campaigns, prospecting, and ad channels with ABM integrations	<ul style="list-style-type: none">Set custom monthly budgets for PPC adsAdd a CTA button to your G2 profileGet 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 spacesPurchase quarterly or annual ad buyoutsLimited to three (3) spots per placement	<ul style="list-style-type: none">Ground research in data from more than 100 million G2 buyersIdentify product momentum, emerging trends, and B2B customer sentimentSee preference patterns when comparing products with quantitative benchmarking signalsEmpower decisions with proof points on adoption tracking, switching behaviors, and deal sourcing ROIAccess 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*



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', Report-Based, Milestone, and Annual 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
Demand Capture	Include a link to activate a free trial of your product. (PPC)
	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)
	Answer prospect questions and convert buyers, deployed to your G2 Profile and external websites with an interactive AI agent. (Only G2.com)
Account Settings	Access to my.G2 for Admins. Note, limits are set at the vendor level by the highest package upgraded (e.g. 1+ profile on Enterprise enables unlimited Admin across the profiles, 1+ profile on Professional enables 10 total user Admin on the seller, otherwise 3 max).
Support	Access support via Chat



Starter Package

Ideal for small businesses with 1-50 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



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
	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

Starter 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
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
	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

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



Starter Package Features

Review Management	Reply to reviews on behalf of your organization
	Showcase selected reviews and testimonials on websites, landing pages, blog, or sidebars
Demand Capture	Include a link to activate a free trial of your product
	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 external website
Review Generation	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 3 Admins
	Opt into notifications for review insights, gift card balance, report and grid notifications
Support	Access support via Chat



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 Integrations



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

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

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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
	Connect with reviewers who agree to be references for your product
	Share and embed key review quotes
	Build unlimited custom landing pages to showcase reviews, profile rankings, videos, and more
	Add additional questions to your respective review form that are not included today
	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 link to activate a free trial of your product
	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 external 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 key metrics and performance across a vendor's entire portfolio with an executive summary
Account Settings	Access to my.G2 for 10 Admins
	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



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 integrations 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
	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

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

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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
	Connect with reviewers who agree to be references for your product
	Share and embed key review quotes
	Build unlimited custom landing pages to showcase reviews, profile rankings, videos, and more
	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 link to activate a free trial of your product
	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 external 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



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
	Access an interactive dashboard that provides continuously updated data for category, traffic, customer satisfaction, win-loss, and pricing sourced from G2
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 key metrics and performance across a vendor's entire portfolio with an executive summary
Account Settings	Access to my.G2 for unlimited Admins
	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





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



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 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 replications 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 replications 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.		x	x	x
Voice Review Campaigns: Collect voice reviews through a G2-run review campaign equipped with incentives for those who complete reviews.		\$100 gift card credit for annual plans	\$500 gift card credit	\$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
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



All Plan Features

Feature	Free	Starter	Professional	Enterprise
Review Management				
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 Integrations : 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				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 Admins. Note, limits are set at the vendor level by the highest package upgraded (e.g. 1+ profile on Enterprise enables unlimited Admin across the profiles, 1+ profile on Professional enables 10 total user Admin on the seller, otherwise 3 max).	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

