ROI Study: G2 Marketing Solutions

Overview

G2 is the world's largest and most trusted software and services marketplace, attracting more than 90 million annual buyers from companies of all sizes in search of B2B solutions.

Thousands of technology vendors use G2 Marketing Solutions to capture existing demand from in-market buyers while building and enhancing their brand reputation.

Started more than 10 years ago as a B2B review website, G2 now offers a full suite of marketing, sales, and data solutions to help companies of all sizes power their go-to-market, including:

- Upgraded marketplace profiles
- Premium review generation tools
- Buyer intent data
- Licensed content
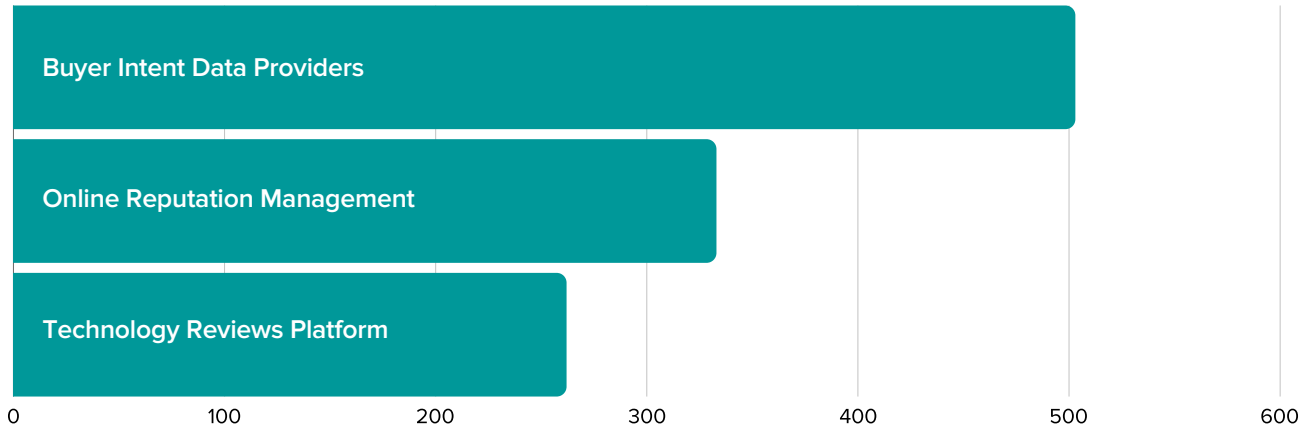- Market and competitive intelligence

Customers tell us that G2 . . .

- Influences virtually every deal in their pipeline at some point in the funnel
- Directs sales teams to highest-intent prospects, increasing sales velocity
- Offers validation from real users that helps close deals faster
- Provides useful data on competitors and their market position
- Helps them gain traction and visibility in well-established categories
- Reduces cost-per-lead by providing high-quality data with a high match rate to fuel strategic retargeting
- Provides exposure to buyers who are researching a category or solution
- Informs all aspects of the go-to-market strategy with voice-of-customer data
- Inspires trust from cautious buyers who need peer validation

Customer Use Cases

We collected G2 customer data and G2 reviews to identify the top use cases and value that verified users experience. The following chart reflects the broad variety of needs that G2 Marketing Solutions are currently meeting for customers.

Buyer Intent Data Providers	
Online Reputation Management	
Technology Reviews Platform	

| 0 | 100 | 200 | 300 | 400 | 500 | 600 |

How Users Leverage G2

Build pipeline with customers who are already in market	Only 5% of buyers are in-market at any given time. Knowing who is looking at a brand page, category, competitors, and alternatives allows a company to connect with the right prospects at the right time with the right message. Targeting active buyers with G2's intent data results in higher-quality pipeline, faster revenue, and lower acquisition costs.
Reinforce value with unbiased, credible, public voice of customer insights	Sourcing case studies and testimonials can be challenging and time consuming. A G2 page with hundreds (or even dozens) of reviews from verified customers offers invaluable third-party validation of value and increases buyer trust in marketing claims.
Boost credibility within their category	In our list of 15 GTM problems, one that companies frequently cite is being the last vendor to enter a sales cycle. For companies that aren't always included on the short list for consideration, a high ranking in a G2 category and on the G2 Grid provides visibility and validation. G2 pages also enjoy strong SEO, which greatly expands the visibility pool.
Inform GTM strategy with market insights	Many companies mine G2 data to make VOC-based product improvements. G2 Market Intelligence Data gives companies insight into the overall market and competitors, which can inform vision, positioning, product roadmap, and even an M&A strategy.

QUOTABLES

G2's ROI

G2 customers see material ROI using G2 for the use cases described in this study.

Pipeline

$20M
Pipeline influenced in a single quarter
(IBM)

$1.8M
Pipeline driven by G2
(Salesloft)

4X
More MQLs
(Mine)

Revenue

174%
Increase in ARR with G2 reviews
(Reputation)

85%
Closed-won deals influenced by G2
(Highspot)

81%
Increase in deal size when leveraging G2 Intent
(BetterCloud)

CPL

82%
Lower CPL
(Plytix)

42%
Reduction in CPL when using G2 Intent
(Metadata)

27%
Lower CPL for G2 leads
(ZoomInfo)

* Quotes and stats are from our research, customer interviews, and G2 reviews.

About GTM Partners' ROI Studies

GTM Partners, a data-driven Go-to-Market Analyst firm, helps organizations achieve efficient growth by transforming their GTM strategy. We work with high-growth companies to help them unify their GTM teams and to provide them with lasting strategies and frameworks.

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we work with the vendor to learn about their capabilities. The vendor responds to a use-case-driven market survey, provides a demo, and gives us insight into their roadmap.

- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.

- Finally, we speak with customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution, and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM ROI Studies are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.

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DATA POWERED BY G2