



Unlocking Customer-Led Growth with Reviews.

Discover how customer-led strategies fuel growth, build trust, and turn your buyers into lifelong advocates.



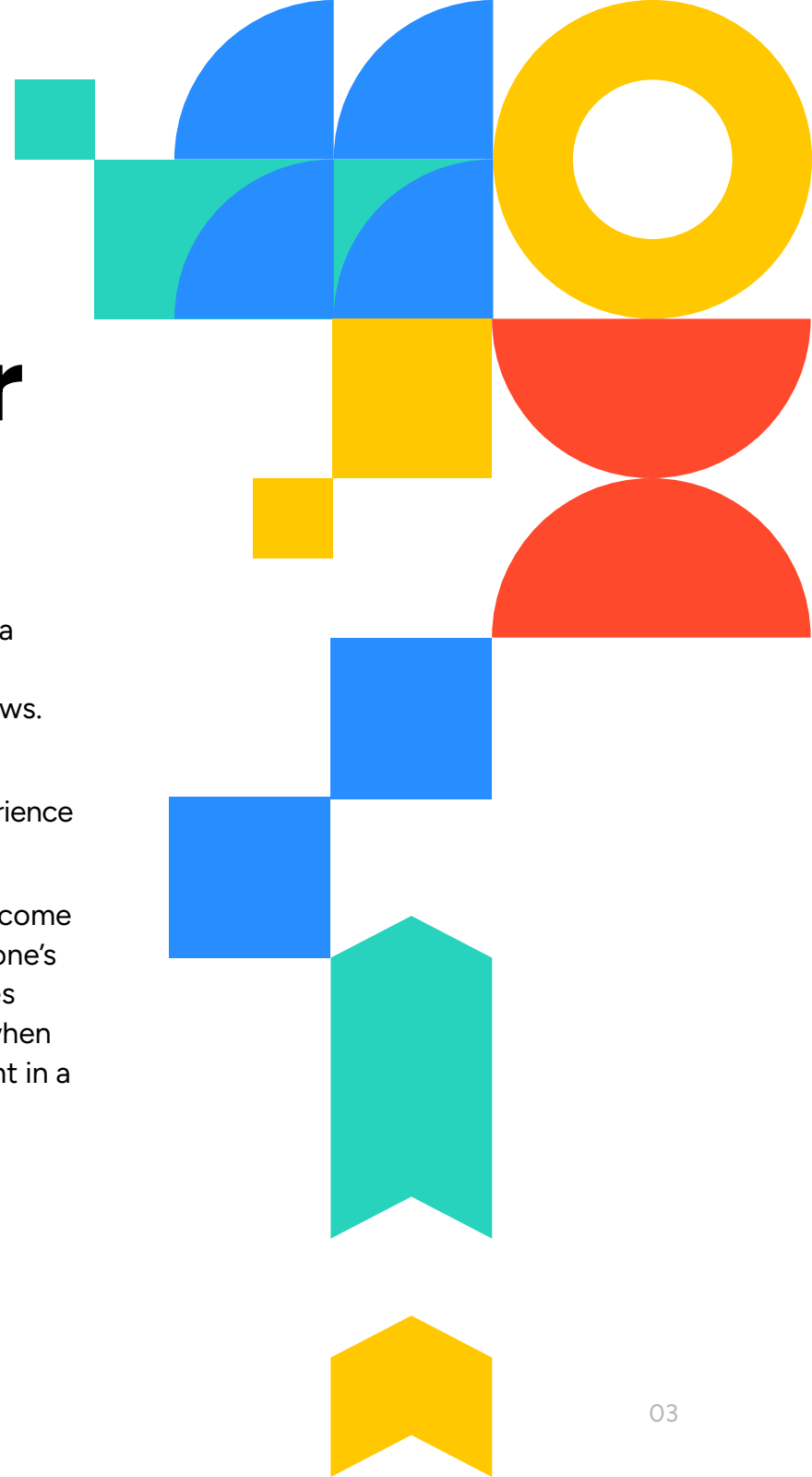
- 01** What is customer-led growth (CLG)?
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Hear that buzz? It's the voice of your customer.

When was the last time you debated going to an expensive restaurant? Made a purchase that changed your morning routine for the better? Or experienced a movie that moved you? Chances are good that you started by looking at reviews. Or even better, you asked a friend about their experience to help you decide.

If you loved your meal or the movie, you probably also shared your positive experience with a friend, a coworker, or even a stranger on the internet via an online review.

Reviews are crucial to how and why we make decisions, especially when they come from peers who have been in our shoes before. Why? It's easier to trust someone's opinion based on lived experience rather than flashy marketing claims. It makes sense then that customer reviews are often the first thing buyers search for when making any new purchase — especially when it's a significant dollar investment in a new SaaS tool.





Gathering and monitoring customer reviews is one of the best ways to gather customer feedback, translate it into actionable insights to pass on to your product team, and leverage it to attract new business and renewals.

And when your whole company aligns around customer reviews and the insights they provide, you unlock customer-led growth.

Powered by the [voice of the customer](#), customer-led growth (CLG) [helps SaaS companies](#) better understand the entire customer journey, from the first Google search about your product to the final signature on a contract and beyond.

With CLG at the forefront of your company strategy, you continually learn “the what and the how” to make each customer more successful no matter how customers, products, and markets evolve.

The result? Loyal customers who don’t churn — and even become strong advocates for your brand.

So, how can you tap into the voice of your customers with reviews and use them to drive CLG?



Customer marketers represent the voice of their customers in two profound ways; internally, they provide valuable product feedback that leads to improved products, and externally, they promote customer successes to power growth with existing customers and prospects alike.

Katlin Hess

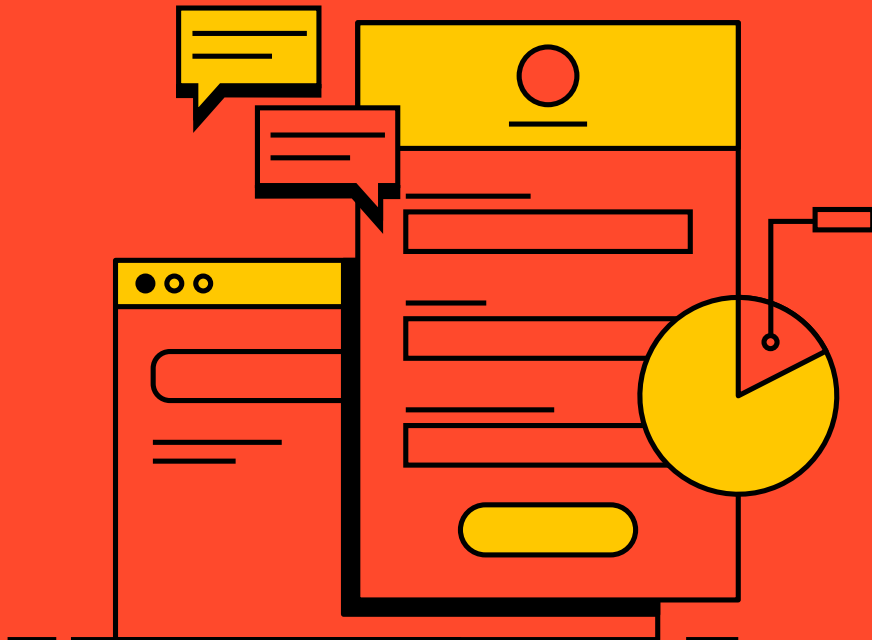
*Director of Customer
Marketing at G2*





01

What is customer-led growth?



CLG is an insights-driven business [growth strategy](#) built on strong customer relationships, which informs a deep and holistic understanding of their product experiences, pain points, needs, and preferences.

The deeper your understanding of how your customers actually experience your offerings and how they use them to solve their top challenges, the better you can build and market your solutions.

That's why a constant [flow of customer insights](#) is essential to fuel CLG. From quantitative and qualitative customer feedback via reviews to behavior data, such as usage and support ticket data, every piece of information helps you stay in tune with customer needs and expectations.

These insights continuously shape and improve your company's product development and roadmap, refine marketing and sales tactics, and enhance customer support and success initiatives.

The most important element of successful CLG brings us back to basics: the [voice of your customer](#) should ultimately guide all of your company's actions.





How is customer-led growth different from product-led growth?

In product-led growth (PLG), the product drives growth. But in customer-led growth, the customer drives growth.

[PLG](#) works best for highly intuitive, self-service products that are fast and easy to learn. As a result, customers subscribe quickly and benefit almost immediately. The faster customers see value, the more likely they are to continue using the product or upgrade to a paid service tier for additional value.

For example, companies like Slack and Canva have been successful with PLG thanks to their free trial periods and freemium tiers. Free-trial users quickly become viral customer advocates, which drives growth and profitability without the usual heavy marketing and sales investment.

On the other hand, CLG is better suited for complex SaaS companies that offer products with lengthy integration or data migration periods and higher operational risk. Enterprise SaaS operations, security apps, and marketing automation tools are just a few examples of SaaS businesses that thrive under a CLG strategy.

Higher operational risk also means these brands must build trust with users early during adoption.

Building trust early sets the foundation for customer success, empowering them to navigate onboarding and maximize their product experience confidently. When customers feel supported, they're more likely to adopt all its features, see long-term value, and remain loyal — reducing churn.

Most importantly, in CLG, the entire organization aligns to win and keep that trust.



Product-led Growth

Focuses on delivering a well-designed product to **attract and retain customers**.



Customer-led Growth

Focuses on customer feedback to improve the product and **guide customer growth**.

In customer-led growth, it's crucial to use customer insights to guide decision-making. Surveys, interviews, advisory boards, community and customer events, and customer success teams all help gather customer insights.

But there's another powerful and largely untapped source of customer insights that every SaaS company should incorporate into its CLG strategy and processes: customer reviews.



02

Why are customer reviews important for CLG?



Reviews are the tangible output of your customer's voice and an always-on source of feedback that powers systematic improvement. They help fuel growth and retention and keep your customers at the forefront of every decision you make.

Unlike a research project where you collect data at specific intervals (e.g., quarterly or annually), customer reviews are an always-on source of feedback, especially when you request them at different touchpoints in the customer journey.

Turn reviews into revenue.

✓ After implementation	✓ On your sign-in screen
✓ At renewal or QBRs	✓ Through your partner networks
✓ During webinars or at events	✓ Outreach from your team
✓ After a support ticket	✓ In your email signature
✓ Following an NPS/CSAT response	✓ In your customer community
✓ In-product pop-ups	✓ Through your customer newsletter

With this approach, you collect authentic user feedback that continually informs your product, GTM, and customer success teams, strengthening your [company's competitive advantage](#) to drive more revenue.

There's also a treasure trove of data behind all those reviews waiting for you to tap into!



[Reviews provide insights](#) that make everyone's job easier — from go-to-market (GTM) teams to customer and product marketing to customer success and even product research and development.



How does AI contribute to customer-led growth?

Every customer review is valuable qualitative data.

[Add your review content into AI](#) to quickly uncover trends around product enhancements, operational issues, themes for demand gen campaigns, and opportunities for messaging based on how customers speak about your product, and much more.

Peer reviews inform customers and prospects in ways no vendor can.

Another key benefit of customer reviews is that they give prospects an unbiased, realistic picture of what it's like to be your customer at a glance.

When you collect reviews via a review site like G2, the entire customer experience — from product to onboarding to customer service and support — comes to light in just one search (or message using our AI-powered software buying assistant, [Monty](#)).

All of these reviews work together to build trust and confidence in the investment your buyer is about to make.

It's no surprise, then, why review sites are increasingly important in the SaaS buyer's journey.

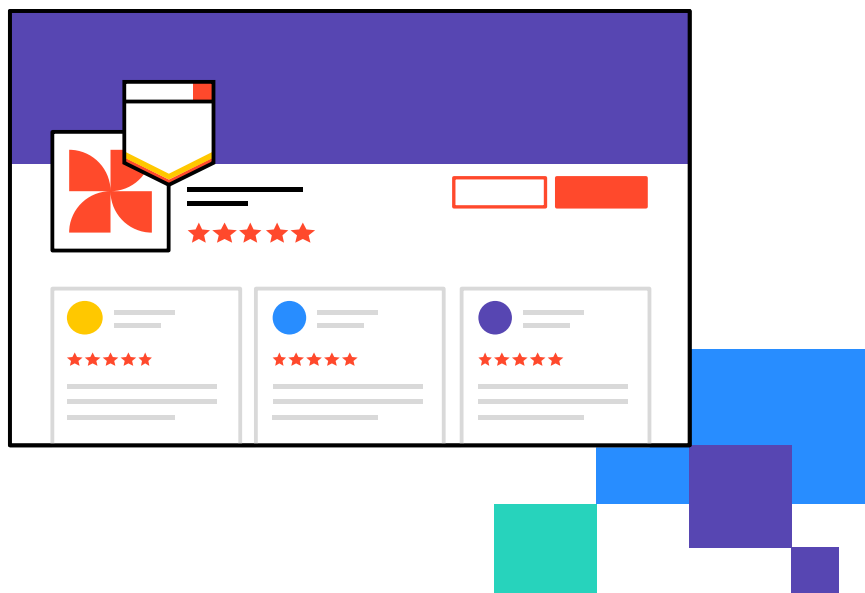


According to our [2024 G2 Software Buyer Behavior Report](#):

- Nearly a third of all buyers (31%) say public product review websites are their #1 most consulted source of information during B2B SaaS purchasing — up from 23% the year prior and just 13% in 2021.
- When researching new products/services, 77% of respondents consider independent review sites a trustworthy information source — ranking higher than vendor email, vendor-sponsored content, industry influencers, social networks, vendor salespeople, and vendor websites.

When every category has dozens, or sometimes hundreds, of product options that are all a work in progress, reviews can tip the scale between winning a new customer or losing to a competitor. And how you respond to those reviews, both good and bad, can also help you get a leg up.

Responding to reviews shows that your company listens to customers, takes constructive feedback, and prioritizes continuous improvement within the product and operations — all vital in building trust with customers and prospects, especially in a crowded market.



Reviews help your customers and prospects discover how to:



Get the most value from your SaaS tool



See faster ROI



Troubleshoot and adapt to common challenges

Plus, they uncover:



How you respond to user feedback and actions you take



Creative use-cases for certain features



How user perceptions of your product change over time with added features or better integrations.



Reviews give you qualitative insights.

Reviews-generated insights can validate your ideal customer profile (ICP) or uncover 'the why' behind your best or most engaged customers, enabling you to replicate their successes.

You can also quickly spot trends in reviews that show how different personas benefit from your product, which use cases they value most, or which new product features they want to see next.

Rather than spending hours digging through recorded calls and manually taking notes about common themes that surface, you can quickly surface key insights and take action.

Reviews also give clues on positioning new offerings to existing customers, making it easier to build campaign messaging that educates customers on new features or use cases.



We use reviews for product marketing messaging, so we talk about our product the way the market does, not the way we do.

Katlin Hess

Director of Customer Marketing at G2



But it doesn't stop there — there are even more beneficial ways to use [qualitative](#) customer feedback from reviews by asking some other questions:

- **Does product marketing need messaging that you know will resonate?** Pay attention to the words customers use in their reviews. Discover messaging for different industries or company sizes, too.
- **Do demand-gen teams need catchy headlines?** Use an actual customer review, review site award badges, or "steal" attention-grabbing headlines written by real users.
- **Need a new revenue-generating campaign idea?** Read about customer pain points and how users solved them with your product to inspire stand-out campaigns.
- **Want more customers for events or customer marketing?** What about customer stories and case studies for a newer use case? Reviews can help you identify the best candidates to ask about opt-ins for future marketing events like roundtables, webinars, references, and events.
- **Worried about an onboarding problem or unresolved billing issues?** No problem! Get full context from their review and make sure your internal team responds to the review directly to demonstrate accountability and increase brand trust.



Reviews generate intent-based behavioral data for better targeting.

[Buyer intent data](#), generated from prospects interacting with your reviews, creates another [revenue gold mine](#) for SaaS companies.

How? Intent data from review sites like G2 uncover [the 5% of in-market buyers](#) actively looking at reviews, reading product profiles, category pages, or exploring alternatives in your category.

This gives your demand generation team, for example, the ability to specifically target your 5%, maximize your [ABM strategy](#), and easily reach [high-intent buyers](#) faster — without wasting advertising and marketing budget.

Additionally, your customer marketing team can quickly surface existing accounts that may specifically benefit from a new feature you're about to launch.

Depending on how a given account interacts with review site content, your customer marketing team can also identify customer accounts most ready for contract expansion, [detect at-risk accounts](#), and combat churn with personalized promotions.

Buyer intent data from reviews can also help your product marketing and demand generation team discover your biggest competition: any company your prospects are comparing to yours.

You might even be surprised to learn that you compete with another vendor you never considered a threat.

Intent data helps determine which [competitors are often compared](#) to your product, why you win against a particular competitor, and why you don't. If it's product-related, product teams can pinpoint and prioritize new features or functions.

Buyer intent data can also help sales tailor 1:1 outreach and messaging based on which stage of the buyer's journey their prospect sits in.

Learn more about how to leverage G2 Buyer Intent.

SEE IT ACTION



03

Best practices for leveraging customer reviews in CLG.



Maintain up-to-date profile pages.

Maintain an [up-to-date G2 Profile](#) so buyers always have the most accurate information about your product when deciding which solution to buy. Make sure product descriptions, messaging, and content are always current — and if any component of your product changes, so should your profile.



Reviews unlock CLG and getting started is easy.

Your ticket to unlimited customer feedback begins with a profile. Add your:

- Company logo
- Product description
- Product screenshots
- Videos
- Feature details
- Customizable lead forms
- Webhooks to your infrastructure
- Downloadable marketing assets

Finally, make sure you add tracking codes to understand how traffic goes from your website to G2 or vice versa.

Now you're ready to get reviews!



Want to reach more potential customers? Make sure your product shows up in all the right categories! As your solution grows and evolves, keep those [category listings](#) fresh; it's a simple way to get your reviews in front of more buyers who are actively looking for offerings like yours.

A presence in multiple categories helps buyers find you more easily in a sea of competitors and expands your reach.

Make sure your profile features recent reviews.

Review sites, including G2, usually rank and score products and services based on the quantity and quality of reviews. For a [higher score](#) and rank, pay attention to the total number of reviews, especially positive ones, and how recent they are.

Why does review recency matter?

Newer reviews carry the most weight, especially since reviews six months old or less most accurately reflect a vendor's current product, service, and support. A review that is one month old is worth much more than a review that is one year old.

Think about it this way: if you were booking an Airbnb for your next vacation, you would probably care more about the five-star review from two weekends ago than the 5-star review from two years ago. Why? The more recent review is likely a better representation of what the property actually looks like if you book it. The same goes for software!

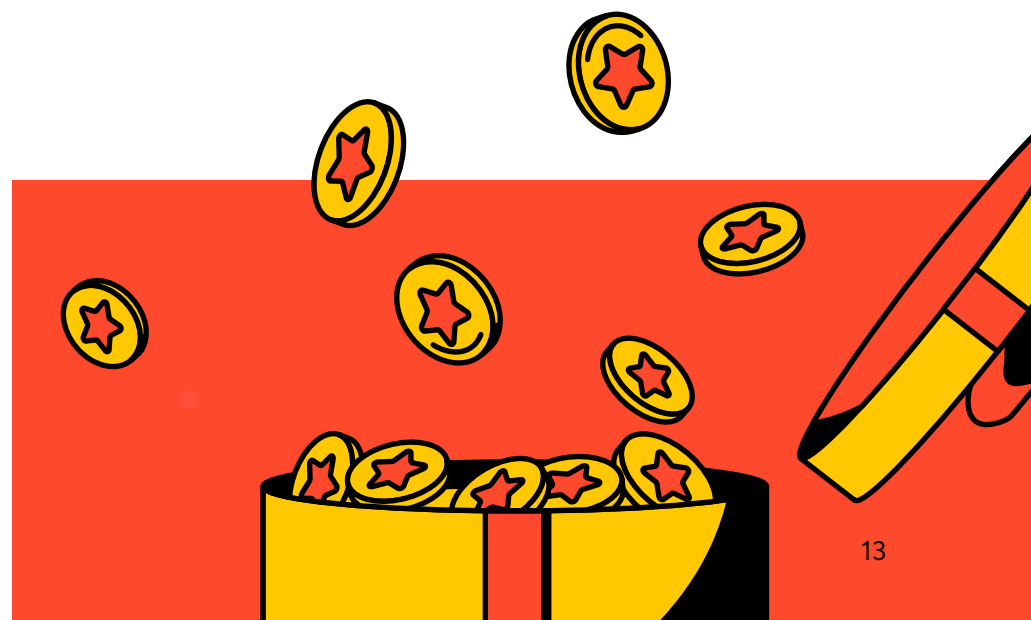
Another advantage of [keeping reviews fresh](#) is the higher G2 Grid® rankings and G2 Badges that come with them.

The more positive and recent your reviews are, the more likely you are to land leader badges and rank in your category. Showing your leader badge across your website or in campaigns adds brand credibility and helps you stand out from the competition as the top choice in your category.



A business' best validation is customer feedback. When a customer takes time to leave a review, it's a gift to businesses, to learn what sets them apart as well as the areas to work to improve.

Sydney Sloan
CMO at G2





Ensure a steady stream of new reviews.

[Don't let your reviews get stale.](#) Why? You can't power CLG without the timely, consistent insights they provide.

Gather reviews from brand-new customers, but also encourage long-standing customers to update their reviews every six months. Build review requests into common touchpoints and workflows to make it easy for customers and your team — and remember that even [less-than-perfect reviews matter](#).

Ultimately, the more reviews you have on your profile, the better you build authority and credibility with your ICP and existing customers. It's then easier to continue gathering customer insights that highlight differentiation, drive more buyer traffic to your profile, and feed your CLG model.

Scale your review strategy.



Product and customer marketing teams should actively [engage with review sites like G2](#). To power customer-led growth, while integrations and workflows can make it easier, teams cannot simply “set it and forget it.”

Powering customer-led growth needs its own [strategy around reviews](#), where brands start from scratch and use metrics to refine it over time. Here are some ideas to get started:

Start with a G2-run review campaign.

If you're new to G2 or want to boost your review count quickly, this is the fastest way to get reviews on your profile. Within only 2-3 weeks, you'll be well on your way.





Add an in-app review collection option

Using either G2's in-app, or a partner's [in-app messaging](#) functionality, guarantees a steady flow of reviews. It lets users bypass G2's reviewer log-in gate and go to a G2 review form directly within your product or mobile app. You can capture reviews while users are already engaged and trigger review requests after a user completes a specific action in your app or after a certain amount of time.

In-app review collection is the easiest way to scale, keep reviews fresh, and improve rankings over time.

Work with your customer service management (CSM) team

CSMs spend most of their time building customer relationships, so make it a goal for them to ask for reviews. It won't deliver as much scale but incrementally drives reviews, particularly around your customer success and support.

Monitor review metrics regularly

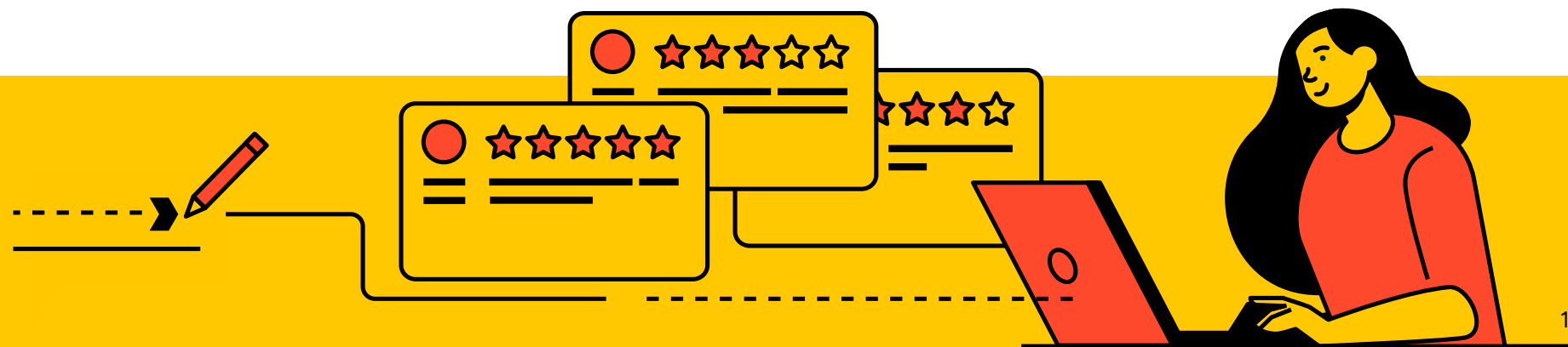
It's important to look at your review numbers quarterly. [Watch](#) the pace of reviews and how your review volume and scores compare to the competition. Know which competitors might be catching up or surpassing you to make mid-course corrections in your review strategy.



Pro tip: Take advantage of easy G2 integration with apps like [Pendo](#), Medallia, Delighted, and others. Product and customer marketing teams can request customer reviews where customers spend their time — within your product.

Make reviews the foundation of customer advocacy.

Turn your best customers into your brand's best evangelists. Identifying them using reviews from your G2 Profile is a good first step.





Collaborate with sales and customer success to shortlist the best potential advocates.

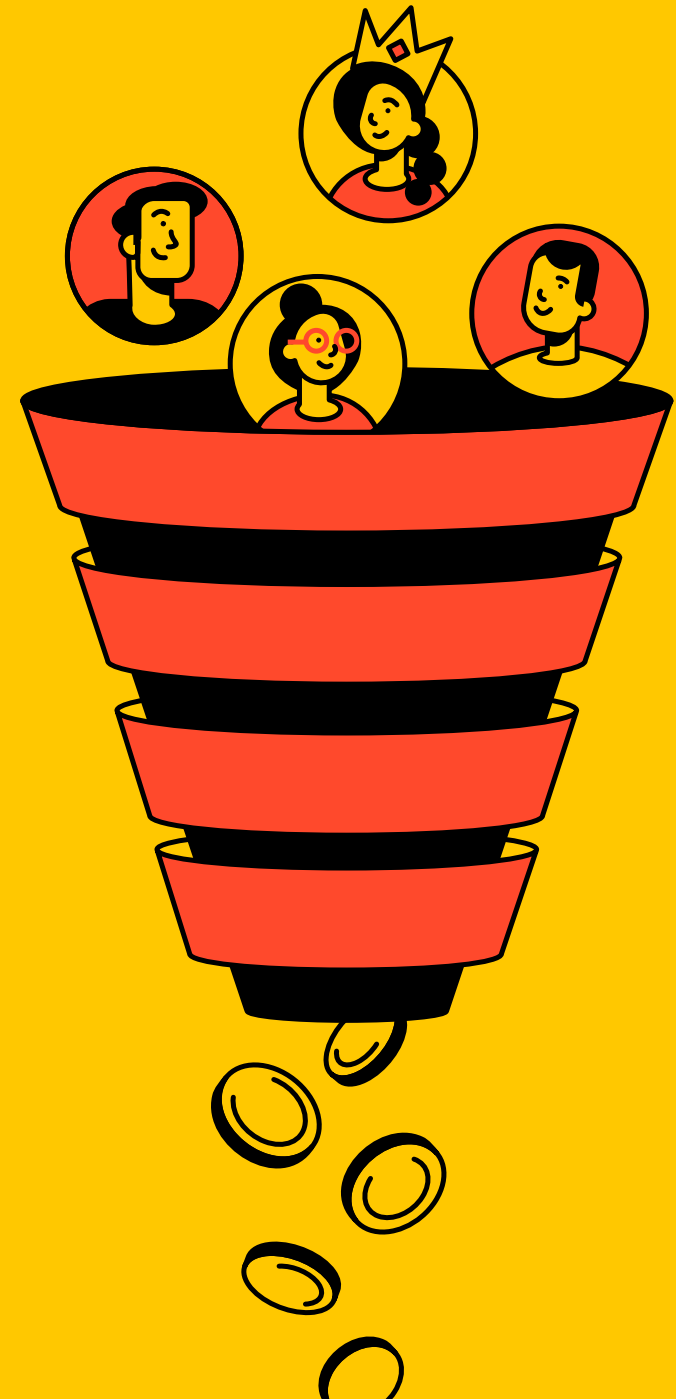
Sales knows why customers selected your SaaS app, and customer success knows how well the customer met their goals — plus how satisfied and deeply invested they are in your product and company.

Collaborate with your colleagues, reach out to recruit references, and properly communicate expectations from customer references. In addition to telling them what they get in return, let customers know they should share their knowledge, experience, and overall advice on your product.

Be prepared to offer rewards or discounts and opportunities to participate in industry events to highlight their success.

Remember that [customer advocates](#) are nurtured, not born. They deserve the royal treatment, and it takes everyone to build that partnership. Customer support needs to solve any problems that arise quickly. Sales should avoid burning them out with constant requests, and product teams should make them feel heard.

Both customer marketing and customer success should continue to engage advocates to maintain their loyalty, commitment, and enthusiasm.





04

How to measure the value of customer reviews.



Customer marketers have a front-row seat to customer feedback. While it's fascinating and surprising to hear how customers really feel about your product, it also comes with unique challenges — especially around measuring the success of reviews on your CLG and wider business.

After all, what's the actual value of one negative customer review compared to fifty positive reviews? Or hundreds of positive reviews, compared with just a dozen less-favorable reviews?

We're lucky to have a few experts on leveraging reviews at G2 — here's what we've learned from them about how to measure the impact of reviews across the business.

Gauge review strategy success on sales and marketing.

You can measure the impact of reviews on sales and marketing in either a direct or influenced way. For example, referral traffic from G2 to your website is a direct and measurable outcome. Meanwhile, review-influenced metrics are best understood by comparing them to non-review-influenced sales and [marketing metrics](#).



Top metrics to measure the impact of reviews.



G2 Profile traffic and reviews

- ☒ Total [profile traffic](#) and changes over time
- ☒ Number of [new and updated reviews](#) by review collection channels in the last 90 days (organic, G2 incentivized, in-app messaging, etc.)
- ☒ [Review recency/relevance](#)



G2 [referral traffic](#) to your website

- ☒ Conversion rates of referral traffic compared to standard website traffic



Brand [awareness](#)

- ☒ Number of badges compared to closest competition
- ☒ Ranking or placement in G2 Grids
- ☒ Changes in G2 Grid rankings and placements (up or down over time)



Brand trust & reputation

- ☒ Number of review-sourced references, customer advocates, and brand evangelists
- ☒ Amount of participation of review-sourced references, advocates, and evangelists in sales and marketing activities (e.g., testimonials, quotes, [case studies](#), reference calls with prospects, webinars, and event participation, customer advisory boards, communities, etc.)
- ☒ Number of badges used in marketing materials
- ☒ Number of opportunities from, or influenced by, G2
- ☒ Number of [G2-influenced closed won](#) deals

By tracking these metrics, you can measure how effectively your reviews drive demand, build credibility, and influence sales outcomes.



Evaluate review strategy success on CLG and the entire company.

Successful CLG powered by reviews touches all company departments and processes, so value metrics can help prove it. Although each company is different, here are some ways each department can benefit and track success from G2 Review insights.

1. Product
 - Number of product enhancements inspired by reviews
 - New revenue as a result
 - Amount of competitive intelligence from reviews applied to product
2. Customer service and support processes
 - Number of process improvements uncovered by reviews
 - Win-back revenue or retention dollars that resulted
3. [Customer success](#)
 - Revenue that resulted from insights that led to faster onboarding, higher app and/or feature engagement
4. Marketing
 - Number of value proposition adjustments
 - Number of new categories/markets
 - Revenue from new categories or markets
 - Amount of competitive intelligence that improved marketing

Finally, look at overall key performance indicators (KPIs) for the cumulative impact of maximizing reviews as CLG fuel. Examples are rates and trends in:

- Revenue growth
- Customer lifetime value
- Average contract value
- App engagement
- Retention and expansion
- Referrals

**Want to become an expert
in using G2 Reviews for
customer marketing?**

GET YOUR G2 CERTIFICATION



05

Unlocking CLG with customer reviews: Practice makes perfect.



10 Steps to unlock CLG with G2 Reviews.

- 01.** Create or update your G2 Profile
- 02.** Launch your campaign to collect or refresh reviews
- 03.** Build on the relationship by responding to both positive and negative reviews
- 04.** Share any feedback with customer support and success
- 05.** Give product teams insights on features that customers like and need
- 06.** Enable marketing and sales with review-based insights on your ICP
- 07.** Plan and prioritize changes based on feedback
- 08.** Implement your plan
- 09.** Track your progress with metrics
- 10.** Repeat steps 2-9 to win!

G2 reviews can help you collect [feedback](#) regularly, analyze it, and act on it to compound CLG's success.

Over time, the benefits of a substantial review program ripple throughout the customer journey and the entire company.

It becomes increasingly easy to highlight winning value propositions, improve products, and evolve a snug product fit.



Customers will know what they're buying. And when your tool [meets their needs and expectations](#), they're more likely to be happy, loyal advocates. By attracting the best-fit customers in the first place, churn rates organically decline, and revenue increases.

Remember: none of this is possible without the continual, effective use of the [voice of the customer](#).

What starts with [a review strategy](#) transforms the company culture and customer experience and can help your company become a category leader.

Ready to amp your customer-led growth strategy? Reach out to one of our experts to get started.



About G2

G2 is the world's largest and most trusted software marketplace. More than 100 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe.

To learn more about where you go for software, visit www.g2.com and follow us on [LinkedIn](#).

