



Upgrade your profile and get measurably more impact.

G2 harnesses the collective wisdom of hundreds of thousands of verified reviews to help buyers understand not only how to buy, but also what to include in their consideration set for more powerful and efficient decision-making. With the resources on our site, buyers can educate themselves on the types of solutions their business needs, develop a shortlist of products that correspond to their feature preferences, and read through third-party validated customer feedback.

Engage a Larger Audience

- Upgraded profiles see **17x the traffic** to their pages compared to free profiles.
- Once you get 10 reviews for your category, you'll appear on the category grid, leading to more opportunities for people to find your profile.

Drive More Demand

- With an upgraded profile you can add CTAs directly on your G2 Profile, plus drive referral traffic to your website.
- An upgraded profile also allows you to add gated content and interactive resources to engage buyers.
- According to The Kellogg School of Management at Northwestern University, you are 238% more likely to convert a prospect to a customer if you are the first company to contact them.

Increase Your Reviews

- Upgraded profiles have **4x more reviews** than free profiles.
- When you upgrade your profile on G2, your account team will help you gather reviews through methods like email campaigns and in-app collection.

Share Your Message

- People spend **over 2,000% more time** on upgraded profiles than free profiles.
- Extra content on your profile allows people to spend more time on the page learning about your product.
- Add a banner to the top of your product profile to add even more branding to your page.

Put more power in your profile.
[Contact us today to upgrade.](#)