factors.ai

Turn G2 Buyer Intent Data into Go-To-Market Action with Factors.ai

This eBook breaks down how G2 intent signals can boost pipeline velocity, increase win rates, and elevate sales outcomes.

Learn all about G2 Buyer Intent Data and how to leverage it to get better ROI from your sales and marketing efforts. What's more, we also present data-backed research by Factors.AI to back it up!

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Introduction

Meet Factors.AI

Factors.ai, is an account intelligence and activation platform that helps B2B teams leverage intent signals on their website, CRM, LinkedIn, and G2 to build a sales pipeline and improve their Google and LinkedIn Ads ROI.

Essentially, Factors.ai can help measure the impact of G2 on the buyer journey, especially when G2 Buyer Intent Data is in the mix.

Meet G2

G2 is the largest and most trusted software marketplace where businesses can discover, review, and compare software products and services. It provides real user feedback, helping companies make informed decisions about the best tools for their needs.

Below, we cover the insights from our customer research on G2 Buyer Intent Signals, the impact of this data, and what users can do with these insights.

Breakdown of G2 Buyer Intent Data

At Factors.ai, we analyzed our customer base's data, comprising over 50,000 unique accounts from customer CRM instances and more than 2,500 deals worth over $280 million in the pipeline from more than ten customers over a 12-month period. The data showed significant insights into G2 Buyer Intent signals across various firmographics, such as geography, industry, and company size.

Here are our findings:

US (62.8%)
Others (21.9%)
Uk (3.5%)
Canada (4.0%)
India (7.8%)
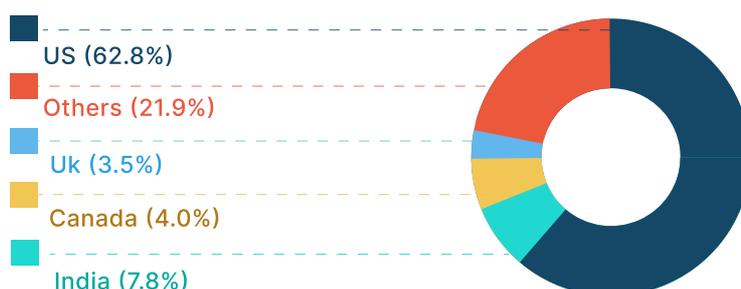
✦ The top five countries accounting for **90%** of **G2 Buyer Intent signal volume** are the United States, India, Canada, the UK, and France. Marketers can leverage this data to refine their go-to-market efforts by targeting these regions to convert ready-to-buy prospects into paying customers.

✦ The top five industries generating nearly **75%** of the G2 signal volume are Software and Technology, Business Services, Financial Services, Manufacturing, and Education.

Manufacturing (5.1%)

Financial services (14.7%)

Software and technology (42.3%)

Business services (19.7%)

Education (18.2%)
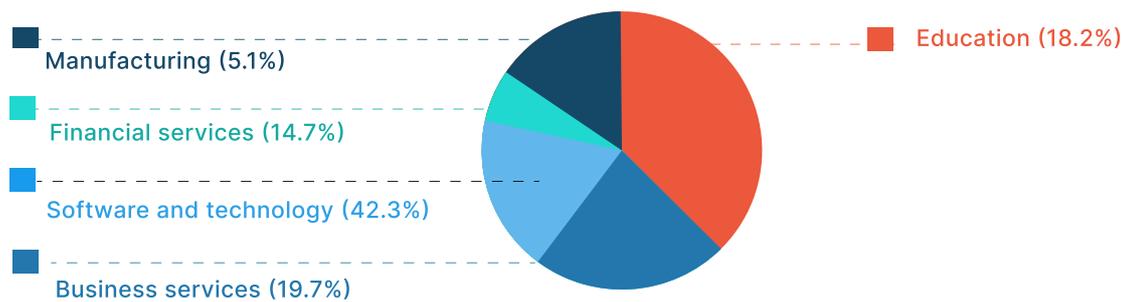
Mutual customers of Factors.ai and G2 Buyer Intent are seeing companies with less than 50 employees accounting for just over **50%** of the signal volume and companies with less than 100 employees account for roughly **65 to 70%** of the signal volume. Since the actual number of companies in the less-than-50-employee range is far larger than companies with over 500 employees, this data is more reflective of the mutual customers' target markets, and not G2's traffic. Click here for more information on G2 signals.

500+
4.1%

101-500
33.1%

51-100
11.5%

1-50
51.4%
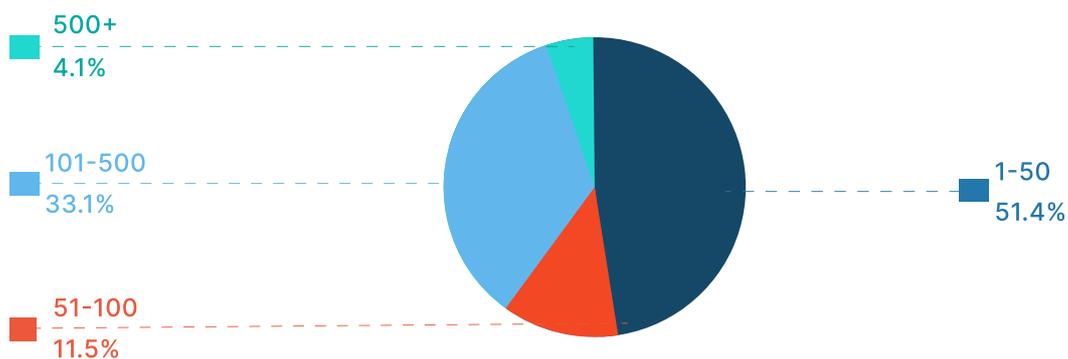
Takeaways: While G2's usage is prevalent across multiple industries, G2 Buyer Intent data will be very relevant for companies with a GTM motion focused on the US market, targeting SaaS or Business Services companies.

How do Prospects Navigate G2?

Factors.ai, is an account intelligence and activation platform that helps B2B teams leverage intent signals on their website, CRM, LinkedIn, and G2 to build a sales pipeline and improve their Google and LinkedIn Ads ROI.

1 For the accounts identified by G2 that demonstrated multiple signals, nearly 30-40% of accounts visited product and comparison pages, and more than 50% accounts viewed the Grid Report$^{®}$.

2 The most common buyer journey flow of events across the accounts where:

- A user starts on Alternatives, then navigates to a Product Category, where they saw an ad and went to the Product Page, and finally the Comparison page.

- A user saw an ad and went to the Product Page, followed by a Comparison Page, and finally the Alternatives page.

3. Buyers typically visit the product profile page after a deal is created or during renewals to gather detailed information. During renewals, they often explore the alternatives page to compare other options with their current solution.
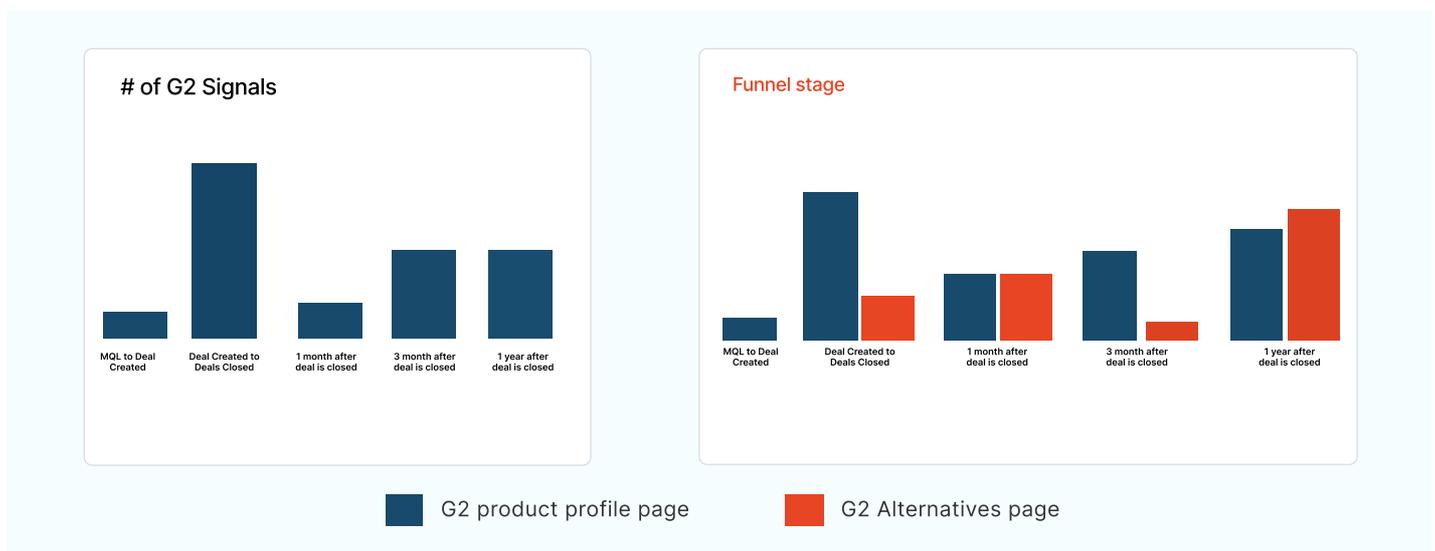
Now that you've got an idea of how prospects navigate G2, we'll go over the types of G2 Buyer Intent Signals in the next section.

Types of G2 Buyer Intent Signals

Sponsored Content Visit

A buyer viewed an advertisement for your product on G2.com. This signal includes the G2 page where your advertisement was loaded, such as a competitor's product profile or category page.

Product Category

A buyer viewed a G2 category page that includes your product. G2 categorizes products based on several factors, including similar functionality and use cases.

Alternatives Page

A buyer viewed a G2 alternatives page for your product or a competitor's, indicating they're exploring options. This could signal a potential new sale or churn risk, especially for customers nearing renewal.

Product Page or Profile

A prospective buyer viewed your G2 product profile. This signal indicates that the buyer is specifically researching your product.

Pricing

A buyer viewed the pricing page of your G2 profile. This activity indicates that the buyer is evaluating your product in the context of their budget.

Compare

A buyer viewed a G2 comparison page that included your product. This signal indicates the buyer is directly comparing your product to a competitor's product.

The signal volume we evaluated showed that most users on G2 visit the alternatives page, followed by looking at the product category. Since G2 has powerful SEO, 'G2 Alternatives' pages rank among the top 3-5 in search results when someone searches for a product or its alternatives' reviews. Thus, optimizing your G2 profile and review collection becomes extremely important to complement your intent data strategy.

Effectiveness of G2 Intent Signals

Measuring the Effectiveness of G2 Intent Signals

We've understood the types of buyer intent signals on G2, so now let's go over the most important bit—quantification.

Users can measure the effectiveness of G2 Buyer Intent signals by correlating them with first-party intent signals (e.g., your website and CRM data) using an analytics and attribution tool like Factors.
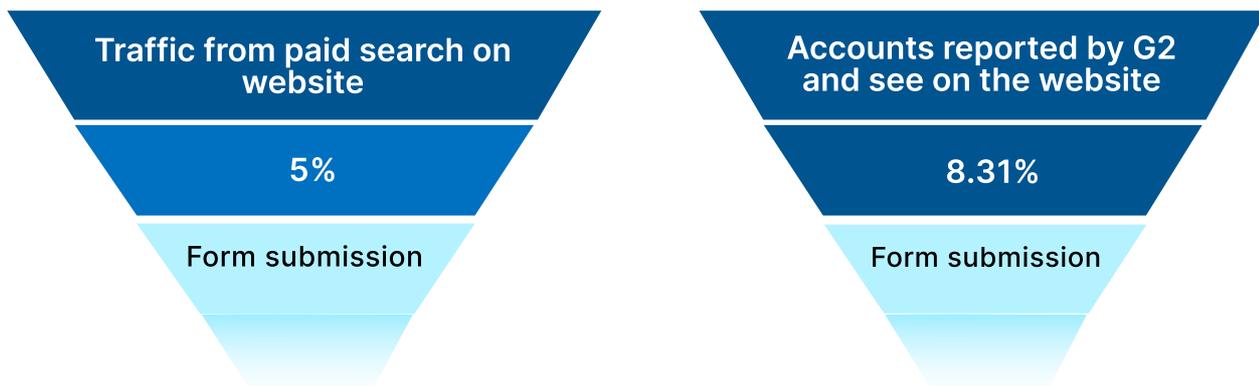
Here are our findings:

1 From our research, roughly 17.5% of the accounts identified by G2 as showing intent will visit the product's website for further research. Since these accounts are high-intent, marketers can use these signals to retarget them using ads.

2 Most marketers would agree that paid search traffic is one of the best sources for high-intent traffic. Our research shows that nearly 13.5% of paid search traffic also showed some activity on G2. Therefore, marketers can attract highly qualified leads if they act on these signals.

Intuitively, accounts reported by both G2 and those detected on the website have higher intent than the individual sets of accounts on the website or G2 intent accounts. However, more than measuring how many accounts fall in this intersection, we must also understand its impact on conversion rates.

To answer this, we compared conversion rates from paid search traffic to accounts reported by G2. We found that roughly 5% of accounts visiting from paid search went on to submit a form. Compared to this, accounts reported by G2 and then later detected on the website convert at 8.31% - a whopping 67% higher conversion rate than paid search traffic.

Traffic from paid search on website
5%
Form submission

| Accounts reported by G2 and see on the website |
| :---: |
| 8.31% |
| Form submission |

Takeaway: The accounts at the intersection of G2 and website intent have higher buying intent than accounts coming in from paid search.

Activating G2's high-intent accounts on LinkedIn means nurturing them directly on the platform, and our research shows this approach to be highly effective.

Nurturing G2's High-Intent Accounts with LinkedIn

An often missed opportunity by marketers is nurturing these accounts through channels such as LinkedIn.

In our analysis, nearly 20% of these high-intent accounts (G2 + Website) were being retargeted through LinkedIn. The conversion rate to 'Form Submission' increased from 8.31% to 11.7% for these accounts.
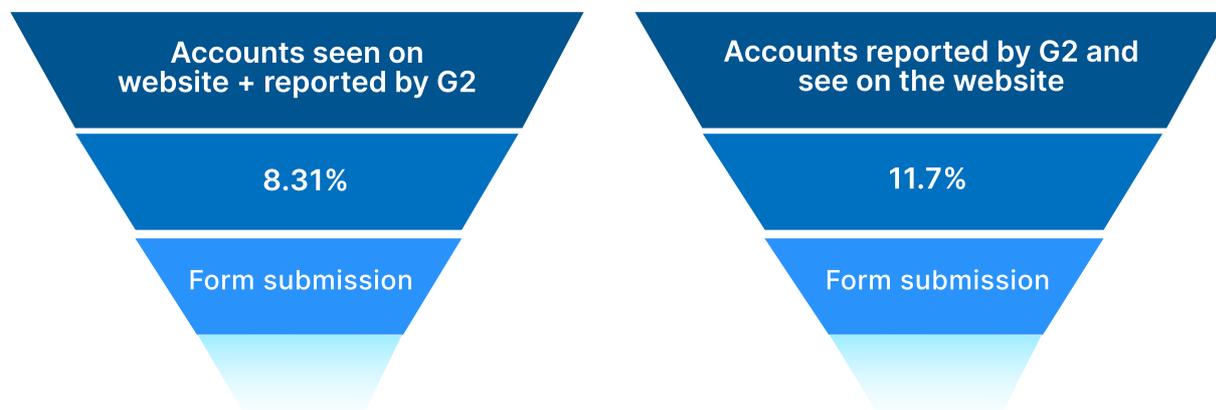
Note: With Factors' LinkedIn Adpilot, users can now create accurate audience lists based on G2 Buyer Intent, show the right ads to the right accounts, automate optimizations, and increase ad ROI.

For example, with a platform like Factors, marketing teams can combine G2 Buyer Intent and website visits data to create a segment of 'Accounts' {showing interest in Product Category OR Alternatives Pages} and have 'Visited the Website', effortlessly sync this segment to LinkedIn and re-activate these accounts.

Pro-Tip: For businesses aiming to boost their ROI on LinkedIn campaigns, a tech stack with Factors, G2, and LinkedIn is a winning combination.

While measuring the impact on conversion rates is important, you also need to consider G2's impact on ACV, pipeline, and more.

How does G2 affect pipeline, ACV, pipeline velocity, and win rates?

G2 has impacted pipeline, Average Contract Value (ACV), pipe velocity, and win rate sales metrics at Factors.ai in three ways.

1 Accounts showing G2 Buyer Intent accounted for around 11% of the total accounts the sales team reached out to.

2 These G2 Buyer Intent Accounts had a 60% higher chance of converting into a deal than outbound accounts.

Emails	Emails with G2 engagement
8.04%	12.94%
Deal Created	Deal Created
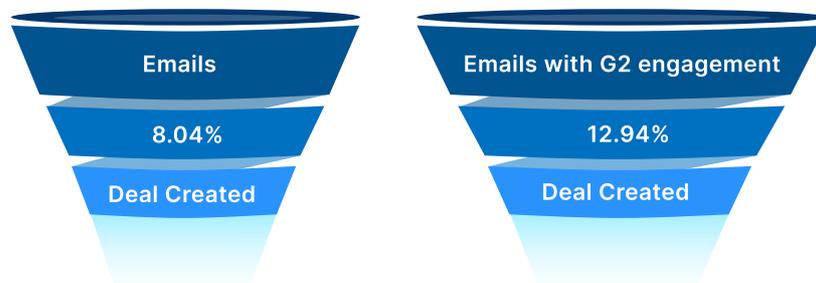
3 The Average Contract Value for G2 Intent Accounts was 23% higher as compared to Outbound Accounts.

All Deals
$ 27k

Deals with G2 Influence
$ 33k

This data shows that G2 buyer intent signals improve marketing and sales funnel metrics and significantly increase deal closures and ACVs.

While having access to G2 Buyer Intent signals data is extremely useful, any data that isn't actioned upon is just numbers on a sheet. With Factors and G2, you can leverage these insights and incorporate them into your workflows to yield better results.

Now we know G2 buyer intent creates real impact. But how do you operationalize G2 buyer intent data to get these results? Let's find out in the next section.

7 Ways to Leverage G2 Buyer Intent data in Sales and Marketing Efforts

G2 Buyer Intent Data can be incredibly beneficial for both sales and marketing efforts. Below are seven areas to start leveraging efforts geared toward sales and marketing.

✦ **Building Top of the Funnel ABM lists of ICP accounts showing G2 Intent:**
The workflow here involves scoring G2 provided accounts by combining LinkedIn Activity, Website Activity, and CRM Activity to categorize accounts into Brand Aware (high on engagement) and Brand Unaware. Brand Unaware accounts automatically upload to LinkedIn into a Top of the Funnel Campaign. Brand Aware accounts are assigned to SDRs and added to a Bottom of the Funnel campaign on LinkedIn. Suggested G2 signals for top of the accounts include Sponsored Content and Category pages and ones in the Awareness stage on G2.

✦ **Trigger customized Chat popups based on G2 Intent signals:**
When accounts detected by G2 are later detected on the website, trigger relevant chat messages such as, "Here is a blog/deck on how Factors.ai compares to some of our competitors." or "Check out how Factors.ai ranks in the Marketing Analytics Category on G2", are sent.

✦ **Reactivation of Closed Lost or Inactive Accounts showing G2 Intent:**
Over time, accounts that have engaged in the past but dropped off could show interest again. G2 Intent helps identify which accounts are moving back into a buying cycle. Typically, such accounts convert faster since they know our product and brand from past interactions.

✦ **Competitor Intelligence for Opportunity Accounts to AEs:**
For all active opportunities, a note is automatically filled in your CRM or sales intelligence dashboard with information on specific competitors whose G2 pages have been viewed by that prospect. This helps our AEs better prepare for each demo and prospect meeting while positioning Factors appropriately in terms of pricing and features to be highlighted.

✦ **Churn Risk warnings for existing Customers to AEs / CSMs:**

Similarly, for existing customers, any signal that they are evaluating, competitors are added as a churn signal into HubSpot. A task is created for the respective AE and CSM to:

1. Reach out to the account and schedule a Business Review meeting.

2. Map more stakeholders in the account and reach out to them.

✦ **Build Google Ads ABM Audiences based on G2 Intent:**

Users identified as accounts showing G2 Intent are added into Google Analytics and then Google Ads as an Audience. These users are generally high-intent and are then pushed into two ad workflows:

1. Display Ads on YouTube and Google Display Network with high bids.

2. This audience is added to an RLSA campaign targeting a broader set of keywords rather than only high-intent keywords, as is done for normal search campaigns.

✦ **Trigger custom emails to convert users based on G2 intent:**

At Factors, for the self-serve sign-ups that also show G2 intent, we trigger the following workflows:

1. Automated email to the users who have signed up on how Factors is different.

2. Tasks for inbound SDRs to reach out and connect with multiple stakeholders at the company.

For the accounts identified by G2 with less than two signals, marketers can shortlist ICP Fit accounts and nurture them using LinkedIn. For example, with a platform like Factors, marketing teams can combine G2 Buyer intent data and website visits data to create a segment of 'Accounts' {showing interest in Product Category OR Alternatives Pages} AND have 'visited the website', effortlessly sync this segment to LinkedIn and re-activate these accounts.

Why Factors.ai and G2 are the Perfect Match for Your Marketing Strategy

G² ✕ F

Maximizing ROI from your sales and marketing efforts becomes easy when you combine Factors.ai with G2 Buyer Intent.

The key to **better ROI** is gaining full visibility into your account journeys. **Factors.ai** unifies signals from website visits, G2 profiles, and more, giving you a complete, clear picture of what your prospects are doing and when.

With this visibility, you can identify, qualify, and prioritize high-intent accounts more effectively. Segment high-intent accounts visiting G2 and activate them through various channels.

With automated sales alerts for G2-engaged accounts, your sales team can stay on top of relevant accounts and reach out to them on time. You can also use these segments and sync it with LinkedIn audiences to run intent-based campaigns. (Learn more about how we 2X your LinkedIn Ads ROI). Because when you actively nurture those LinkedIn accounts, the results are always stronger.

Finally, Factors enables you to measure G2's true impact by connecting the dots between G2, LinkedIn, your website, and CRM with advanced analytics and attribution reports.

So, if you're ready to take your marketing efforts to the next level, pairing Factors with G2 is the winning combination you've been looking for.

It's not just about capturing interest — it's about converting it into results.

See Factors and G2 in Action
Schedule a personalized demo or get started for free

Book a Demo   Try for Free