



## LeanData – G2 Integration Overview



# Why Integrate

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Prioritize accounts to target or focus on based on their research behavior (through the G2 Buyer Intent data)



Improve conversion rates with timely outreach to prospects and by providing them relevant help and content



Beat competitors by improving competitive positioning in deal-specific conversations

This integration directly delivers G2 buying intent data to the matched account owner in Salesforce with a very high degree of accuracy



# You need this if...

Your sales team team uses G2 Intent data to know which accounts are actively researching for a solution

## Today your....

Sales team does not have a way to prioritize accounts

- Reps spend time manually assessing buyer intent from their portfolio of target accounts
- Sellers have no way of knowing which prospects are in active research stage or even in advanced discussions with competitors

## Tomorrow you want...

Reps to go after accounts based on the content accessed in G2

- Deliver G2 Intent data within Salesforce accounts
- Know which competitor an account is comparing you with
- Customize outreach and content shared based on theme of account's research activities



# Getting Started

Authenticate with G2  
Crowd and LeanData



Contact G2 and  
LeanData teams  
([g2crowd@leandatainc.com](mailto:g2crowd@leandatainc.com))



Know your API limits

The screenshot shows the LeanData Enterprise web interface. At the top is a navigation bar with links: Home, Chatter, Profile, Groups, Files, Leads, Accounts, Contacts, Opportunities, Reports, Dashboards, Products, Subscribers, Overlord, LeanData, and a plus sign. Below this is a sidebar with the LeanData logo and a list of menu items: Home, Matching, Routing, and Attribution. The main content area displays the text "Authorization Link | Enable LeanData product monitoring and access performance reports" followed by a green button labeled "Authorize Salesforce Token". A "Hide This" link is visible in the top right corner of the main content area.



# How it works



VP Engineering  
Chesapeake Employers Insurance



Sales Rep / Account Owner  
Cloudera

*Timely outreach to all  
contacts*

*Visits*

*Reviews*

cloudera

4.1 (23)

Cloudera Enterprise Core provides a single Hadoop storage and management platform that natively combines storage, processing and exploration for the enterprise.

Reviews

Filter Reviews

Ratings Company Size User Role For Category Industry

Search Review Text

Showing 23 Cloudera reviews

LinkedIn Connections

★★★★★ January 1, 2017

**"Great Hadoop OS that has good support and stability"**

**What do you like best?**

Cloudera is very versatile for multiple use cases to handle data. Works well as data storage and can be used as a work horse to crunch large amount of data for Analytics purposes.

Very happy with Cloudera and expanding our 17 node environment to 140 nodes.



*Finds matching account  
in Salesforce to deliver  
G2 intent data*

Account: Chesapeake Employers Insurance

Account Owner: Andrew Stapleton

Account Name: Chesapeake Employers Insurance

Account Currency: U.S. Dollar

Website: https://www.linkedin.com/company/69302/

Buyer Intent Stream

DATE	PAGE VIEWED	TYPE	COMPARED AGAINST
1 days ago	Pricing	Acme Inc.	
9 days ago	HubSpot CRM, Ripedrive, and Acme Inc.	Comparisons	
9 days ago	Reviews	Acme Inc.	
9 days ago	HubSpot CRM vs Acme Inc.	Comparisons	
9 days ago	Reviews	Acme Inc.	

Event Summary:



# Use Cases

## Know Buying Intent in Accounts

### Improve Targeting

**Target by Stage** – Know which accounts visit your G2 page to read reviews or access pricing information. Use that to ramp up your outreach to those accounts.

**Target by Content** – Tailor your outreach to an account based on the kind of content accessed about your product. E.g. if the prospect checks out reviews, send a general mailer to all leads and contacts on success stories or offer a referral call

### Beat Competition

**Position versus competitors** – Know which competitors an account is comparing you with. It's likely your product and the ones you got compared with are in their consideration set. Step in early and communicate to contacts how your product is the superior choice.

