LeanData – G2 Integration Overview

Why Integrate

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

Tomorrow you want…
Reps to go after accounts based on the content accessed in G2

- 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

- Deliver G2 Intent data within Salesforce accounts

- Know which competitor an account is comparing you with

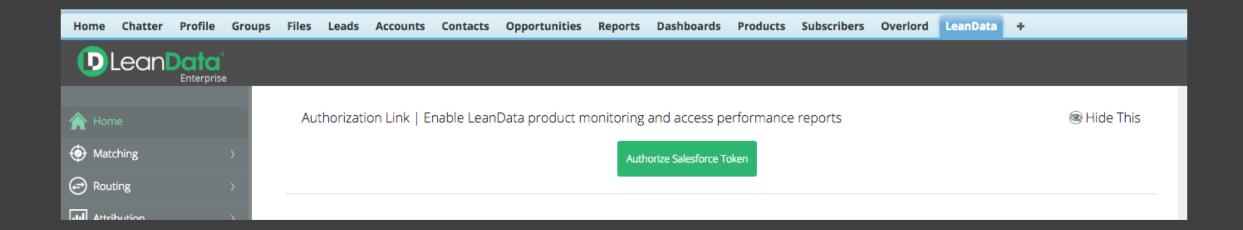- Customize outreach and content shared based on theme of account's research activities

Getting Started

Authenticate with G2 Crowd and LeanData → Contact G2 and LeanData teams (g2crowd@leandatainc.com) → Know your API limits
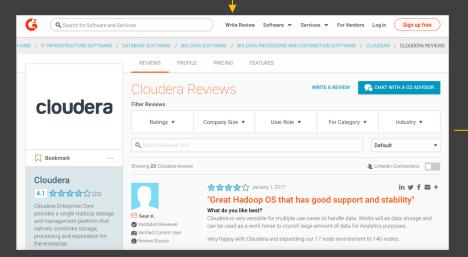
How it works

VP Engineering
Chesapeake Employers Insurance
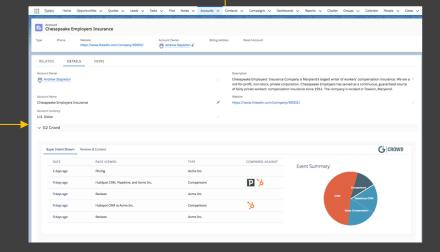
Timely outreach to all contacts

Sales Rep / Account Owner
Cloudera

Visits

Reviews

Finds matching account in Salesforce to deliver G2 intent data

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.