G2 + factors.ai

Turn Intent Signals into Sales

About Factors.ai

Factors.ai helps you identify anonymous accounts visiting your website, and combine G2 buyer intent with 1st & 3rd party signals to trigger intent-based sales outreach & run better Google and LinkedIn ads campaigns. Attribute, measure, and improve G2 ROI with Factors.ai.

Factors.ai + G2 = Better ROI

60%
higher deal creation probability

23%
higher ACV of G2-influenced accounts

67%
higher deal creation probability

Trusted by 500+ GTM teams

»rocketlane   everstage   sprinklr   descope
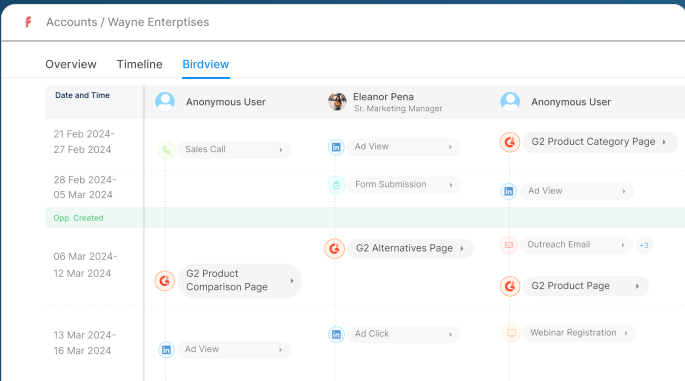
WebEngage   TATA COMMUNICATIONS

How Factors.ai works together with G2

Intent
### Unify cross-channel intent signals
Between G2 engagement, LinkedIn ad views, website activity, events, emails, product engagement – buyer intent is everywhere. Factors helps you construct a unified timeline across all these signals.

Insights
### Build segments. Score accounts. Analyze deals.
Accounts that engage with your G2 pages are 2x more likely to convert. With Factors, identify, qualify, segment, and track high-intent accounts based on cross-channel activity.
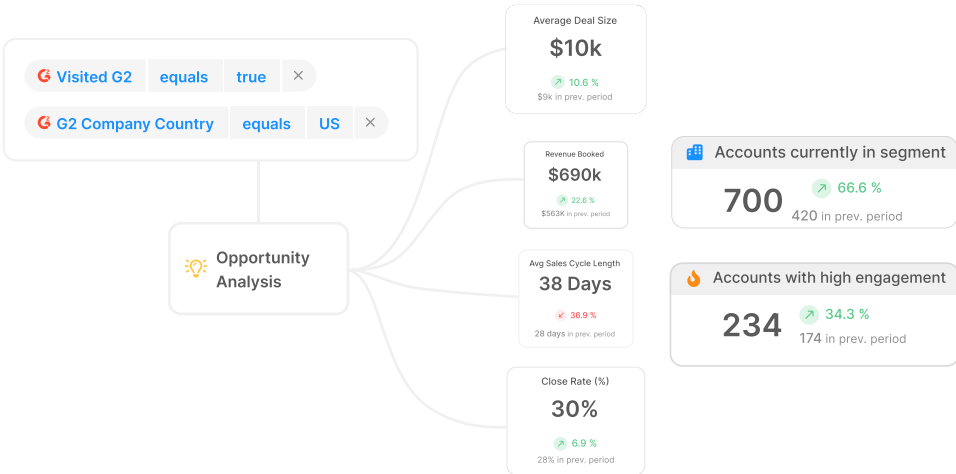
Activation

Activate G2-engaged accounts automatically

Timing is everything when it comes to closing more deals. Factors helps you stay on top of G2-engaged accounts with automated sales alerts, LinkedIn and Google audience sync, and intent-based campaigns.
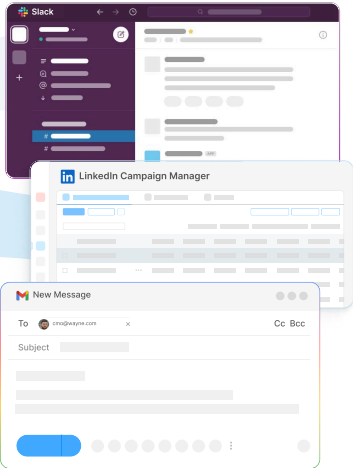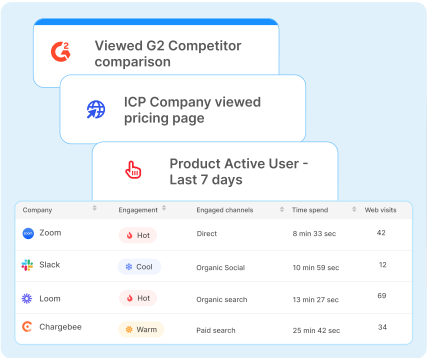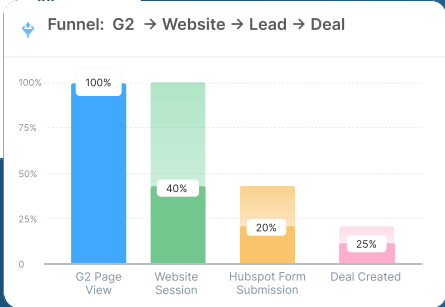

ROI measurement

Measure G2's impact on conversions and pipeline

Join the dots between G2 engagement, LinkedIn ad views, website activity, and CRM data to understand how G2 influences your pipeline.

Company Name	Pipeline	Company HQ
Zoom	$120,248	US
Slack	$91,480	US
Loom	$154,200	US
Chargebee	$84,075	
Gong	$19,560	
Freshworks	$69,420	

Funnel: G2 → Website → Lead → Deal

	G2 Page View	Website Session	Hubspot Form Submission	Deal Created
	100%	40%	20%	25%

Use cases

- ✓ Identify and convert G2-influenced opportunities with timely sales and marketing actions

- ✓ Map the customer journey, detecting an indication of early churn warnings

- ✓ Calculate G2 influence on renewals and expansions

- ✓ Measure the true impact of G2 influence with AI-driven analytics

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> *The automations we've setup with Factors.ai helps our sales team to run personalized outreach campaigns on high-intent accounts identified by layering signals across G2, LinkedIn, Website & our CRM.*

Adithya Krishnaswamy
Head of Marketing
⊙ everstage

G2
Fastest Implementation
Mid-Market
SPRING 2024

G2
Momentum Leader
WINTER
2024

G2
Best Est. ROI
Mid-Market
SPRING 2024

G2
Easiest To Do Business With
Small Business
SPRING 2024

G2
Most Implementable
Mid-Market
SPRING 2024

✓ SOC2 Type II ✓ GDPR compliant

Talk to our GTM experts for a free consultation.

✉ sales@factors.ai