

# G2 Product Review Intent

## Full funnel buying intent with G2 product reviews

### Solution

Harness anonymous, offsite buying intent behaviors such as product and competitor comparison reviews at every stage of the account journey. The Demandbase-G2 partnership enables you to ingest G2 product review intent directly into your platform to power marketing and sales growth.



## What are the benefits of the Demandbase and G2 integration?

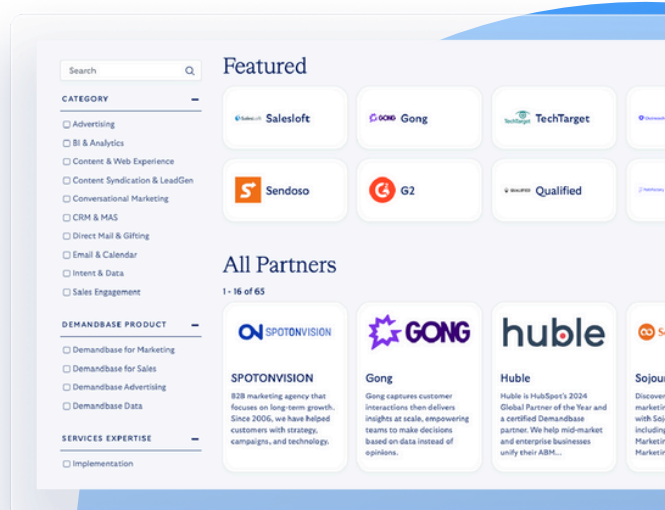
- Understand when accounts are researching products & categories on G2
- Target and engage sales-ready buying teams
- Personalize and accelerate the account journey
- Enhance Pipeline Predict & Engagement scoring performance
- Measure performance of product review intent

## Getting G2 Intent Into Demandbase One

Available to Platform users in Data Source Integrations

As a native integration, connecting G2 to Demandbase One will import G2 intent signals. In G2, create an API key for each product listing for which you wish to import intent into Demandbase - be sure to name it Demandbase to distinguish from other integrations.

In Demandbase One, create a new data source for each product listed on G2, name the integration profile accordingly and add your API key to authenticate. G2 data will begin to flow within the hour and update hourly thereafter.



## What G2 Intent Data Is Available in Demandbase?

G2 intent data is offered via multiple levels of subscription. Your subscription level will determine which intent signals you have access to in Demandbase One. There is no configuration required. The signals available for use include views of your product profile, competitor comparisons, product category reports and sponsored content engagement.

G2 intent data will be configurable via the Intent Surge object for Selector use cases for lists and custom journey stages, and in 3rd Party Intent for Engagement Minutes Scoring:

### Selector: Intent Surge Activity

1 Accounts with Any Activity

**A** Intent Surge Add constraint

- Intent Topic = Profile: Demandbase
- Activity Date In the Past 3 Months
- Source = G2

+

### Engagement Minutes: 3rd Party Intent

**Engagement Minutes**

Choose Category: Intent Activities

**Demandbase Intent Activities**

| Demandbase Keyword Intent | Keyword Set or Keywords |
|---------------------------|-------------------------|
| Any value                 | Keywords                |
| Any value                 | Keywords                |
| Add Trigger...            | Keywords                |

**Trending Intent**

| Trending Intent | Keyword Set or Keywords |
|-----------------|-------------------------|
| Add Trigger...  | Keywords                |

## How Do I Know It's Working?

Navigate to **Demandbase-Wide Settings** → **Integrations**

Locate the G2 integration you wish to validate - there can be multiple - and note its status. If it is 'Active' your integration is sending data from G2 to Demandbase.

**Settings**

Search...

- Action History
- ▼ Demandbase-Wide Settings
  - Account Connector
  - Action Configurations
  - Allowed Domains
  - Company Settings
  - Data Sync Settings
  - Integrations

**Integrations**

1 Integration Create Data Source

| Name (1) |
|----------|
| G2       |

"When I saw Demandbase the first time, I was like, this is literally all the data I've ever wanted about my accounts—every piece of information I could want to create a differentiated experience, finally all in one place!"



First Lastname  
Title,  
Company