



Reach Your Potential with G2

Features	Free	Pro	Power
Profiles			
Edit Product Info	x	x	x
Add Product Screenshots	x	x	x
Add Pricing & Edition Details	x	x	x
Add Customer Details	x	x	x
Add Custom Banner		x	x
Add Gated Content		x	x
Add FAQs for Buyers		x	x
Add Competitive Positioning		x	x
Access Profile Analytics		x	x
Sponsored Content		x	x
Reviews			
Respond Publicly to Reviewers	x	x	x
Collect Reviews via Dedicated Landing Pages	x	x	x
Use Awarded Badges	x	x	x
Automated Review Collection with Advocately		x	x
Video Review		x	x
Use Review/Testimonial Widgets		x	x
Build Customer Reference Pages		x	x
Review Data Export for Internal Use			x
Staffing for Review Booth (1 Person for 2 Days)			x
Demand Capture			
Send Leads to CRM or MA System in Real Time	x	x	x
Customize Lead Fields and Filters		x	x
Track Prospect Influence		x	x
Unlimited Clicks		x	x
Real-Time Leads	4/month	100/year	Unlimited
Buyer Intent			
Integrations and Connectors		x	x
Buyer Intent Email Notifications		x	x
Profile Page Visitor Data		x	x
Sponsored Content Visitor Data		x	x
Category Page Visitor Data			x
Alternatives Page Visitor Data			x
Comparison Page Visitor Data			x