



G2 + AppDirect Review Syndication

Effortlessly transform your marketplace with the authentic G2 user reviews buyers love.

G2 REVIEW SYNDICATION WITH APPDIRECT

Build the trust and engagement needed to increase conversion — all through the power of the consumer voice already being collected on G2. G2 Review Syndication allows companies to supercharge their marketplace with 850,000 verified, third-party peer reviews from over 93,000 software and services solutions.

Convert on Opportunities

- Transform visitors into customers by making your marketplace a one-stop-shop for both the validated, objective data your buyers seek to make a decision, and the destination they need to purchase.

Establish Customer Trust

- By syndicating G2 reviews into your marketplace, each customer engagement will be backed by the power of 850,000+ verified, third-party peer reviews.

Delegate Review Management

- Offload the complexity of managing a reviewer community, while instantly benefitting from the consistent and effective verification process powered by G2's research team.

Customize Effective Experiences

- With the ability to customize when, where, and how your G2 reviews and ratings appear throughout your marketplace, you can create an effective digital journey for each customer.

Talk to us today to see what G2 + AppDirect can do for you.

67%

of the buyer journey
is spent conducting
online research
(SiriusDecisions)

7

unique impressions are
needed for a customer to
internalize your message
(Business Insider)

84%

of buyers trust online
reviews as much as a
personal recommendation
(Inc)