# Briefing form:
## *G2 Infographic (single)*

**Product code: "INFOG-S"**

Welcome to the G2 Infographic design process. We're excited that you have elected to engage your audience by turning G2's reviews and report data into visually engaging, data-driven content for your marketing campaigns.

This fillable PDF form is designed to capture all of the information we need from you to create content for you, tailored to reflect your brand's unique identity and tone.

This form is to be used for **single-page infographics** including G2 data from a **single G2 category/segment.**

If instead you need to submit a request including G2 data from **multiple G2 reports** or **multiple G2 categories/segments,** please complete the **multi-page infographic form.**

# What you'll need to complete this request form

Preparing as much as possible of the following information and material in advance will make sure we can begin the production process quickly!

| | |
|---|---|
| **G2 reports, data & reviews** | What G2 reports do you want to highlight? <br><br> Which data points & reviews really show off your product's capabilities, and/or best fit with a campaign you're planning? <br><br> What stories do you want to tell with your data? |
| **Campaign messaging** | Prepare any copy that you want to include in the infographic. Remember that copywriting is not included as part of the G2 Infographic Content Service. |
| **Brand guides** | Ideally you'll have a company brand guide (PDF or online resource) to share with us, including logos, fonts, color palettes, tone of voice, visual styles & examples, etc. <br><br> The more we understand your product's brand, the more your brand/design team love the final results! <br><br> Connect with your internal brand/design team to collect these resources in advance. |
| **Platform, format, size** | Think about where this infographic will be published, and what format works best for your audience. |
| **Any other guidance** | We really need your help to deliver designs that truly represent your brand, effectively support your story and really nail your campaign goals. For the best results, don't hold back! |

Upload completed form:
**[submission upload form]**

base

G² Content Partner

# 1. About you

* Required fields

**First name*:**

**Surname*:**

**Email*:**

Your work email address.

**Preferred communication method*:**

Slack          Email

Through the production process we'll use this communication method to discuss the project, provide updates and send delivery notifications.

Our preferred method is Slack where we would create a dedicated channel for your product. Other members of your team can be invited to participate.

**Your G2 contact person:**

If you have a regular contact person at G2 for previous content requests, please let us know who that is.

**G2.com Product link *:**

Visit your product page on G2.com and provide the link in the following format:

g2.com/products/your-product-name

**Your website link to your product*:**

**Each request submission must be for a single product.** If you need assets created for more than one product, please complete a separate request submission for each product.

**Social media link(s) for your product*:**

**Tell us more about your product:**
(enter links or text)

The more we understand about your product, the better, particularly regarding the language you use and tone of voice.

Please provide any product introduction or recent product campaign material you might have that will provide us with further insights.

You can also securely upload PDFs **here**

# 2. Your infographic format

*\* Required fields*

**Which visual design approach should we use?\*:**

**Branded ad example links\*:**

Illustration is only possible if you have your own defined illustration style and vector files you can share with us to use. Custom illustration work is not included with the service.

Branded ad example should be:

- Created with your branding
- In the same visual design approach preference indicated above
- Please provide at least 2 examples.

**Use design approach from another G2 asset:**

If the infographic design should follow a previously created G2 Social Ad or Infographic, enter the SAC/ASAC/INFOG Job & Ad number, or image link here.

If you have submitted another asset request for this current G2 Report Season, and you'd like us to follow the design direction from that asset, you can provide the Job number, or image link here.

**Brand Guide & Materials\*:**

If your brand guide and materials are available online, enter the link (or links) here.

If links are access-controlled, please provide a username & password for us to use.

You can also securely upload brand assets and examples **here**

**Primary Infographic size\*:**

**If 'custom', what width (in pixels)?:**

You can indicate a preference for the width of your infographic (in pixels). The height of the infographic will be dictated by the amount of content.

To request a specific width, please choose the 'Custom' option and provide us with infographic size in pixels:

Width px

**Do you need Carousel Ad 'slides' of the infographic content?**

No      Yes

If you intend to use the Infographic content also as a Carousel Ad, we can provide you with 'slides' of the infographic as individual images, to use for this purpose.

Note: requests for Carousel Ad Image 'slides' after the design process has begun cannot be accommodated, since this requires a specific design construction from the beginning of the design process.

# 3. Your HEADER area

* Required fields

**Hero graphic*:**

Describe what you'd like us to include for the Hero Graphic image/illustration/pattern etc.

**Title text*:**

Provide text for the Infographic title.

**Subtitle text:**
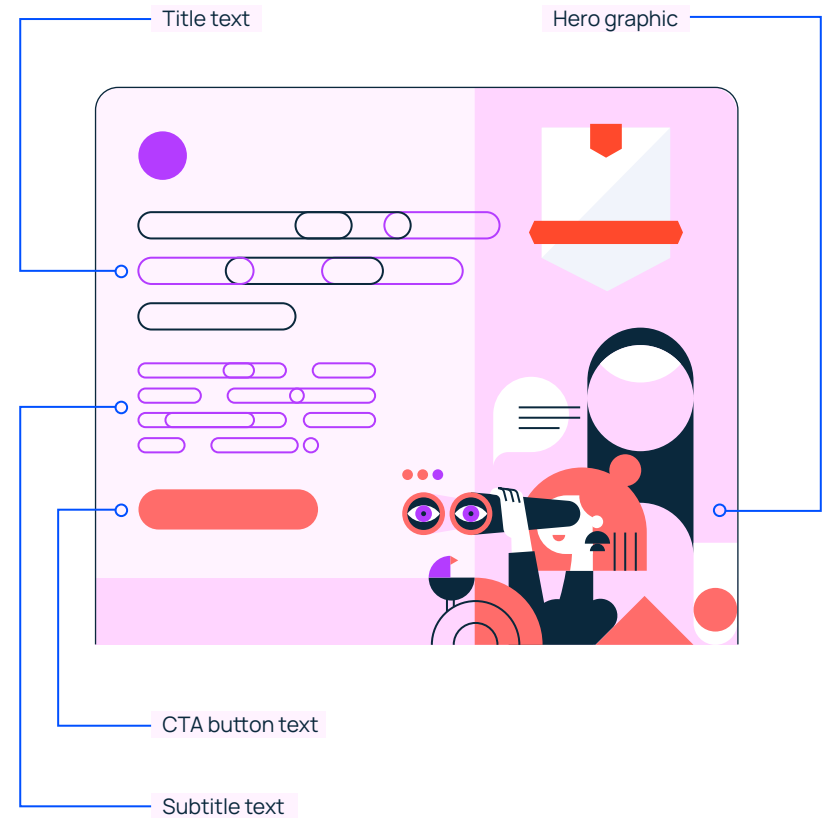(optional)

Provide text for the Infographic subtitle.

**CTA button text*:**

Provide text for the clickable CTA button.

**CTA link*:**

Provide the target link for the CTA button (including any required tracking code)

Title text

Hero graphic

CTA button text

Subtitle text

# 4. Your G2 Reports, Badges & Grids

*Required fields

**G2 report link\*:**

Enter report link(s) from G2.com where we can find the data for the Infographic.

Note: You can include multiple report links, provided they are from the same G2 Category and the same Segment (Overall, Enterprise, Mid-Market, or Small Business)

**Badges:**
(optional)

Tell us which badges you have been awarded in the above-linked G2 report(s) that you want us to include in the Infographic.

If you have been awarded multiple badges, please tell us which one is the 'Primary Badge'.

**Badge category:**

No          Yes

If you want us to include the G2 Category title on your 'Primary Badge', let us know here.

**Include grid image in infographic?:**
(optional)

If you want to include a G2 Grid image below the header of your Infographic, let us know here how we should treat competitor logos on the G2 Grid image.

**If 'custom', which competitor logos should be visible?:**

# 5. Your Infographic sections (Required) *Required fields

## Section 1*
(data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None  ☐ G2 average  ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

Tell us which data point you want to include from the report(s) (linked on the previous page).

We recommend limiting to 1 or 2, the number of datapoints included per infographic section.

We can include comparisons to the G2 category average scores, and/or to a maximum of 3 competitors.

If you choose to compare with competitors, please provide the competitor product names as they appear on the G2 report you have provided.

Unless you indicate otherwise, we will only include G2 Average or Competitor comparisons for data points where your product has a higher score.

Provide a link to a user review on G2.com.

Provide the exact text from that review that you want us to include.

Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.

Include any additional; layout, design, data representation or other guidance.

## Section 2*
(data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None  ☐ G2 average  ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

# 6. Your Infographic sections (continued)
## Optional

## Section 3* (data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None   ☐ G2 average   ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

Tell us which data point you want to include from the report(s) (linked on the previous page).

We recommend limiting to 1 or 2, the number of datapoints included per infographic section.

We can include comparisons to the G2 category average scores, and/or to a maximum of 3 competitors.

If you choose to compare with competitors, please provide the competitor product names as they appear on the G2 report you have provided.

Unless you indicate otherwise, we will only include G2 Average or Competitor comparisons for data points where your product has a higher score.

Provide a link to a user review on G2.com.

Provide the exact text from that review that you want us to include.

Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.

Include any additional; layout, design, data representation or other guidance.

## Section 4* (data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None   ☐ G2 average   ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

# 7. Your Infographic sections (continued)
### Optional

## Section 5*
(data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None    ☐ G2 average    ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

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Tell us which data point you want to include from the report(s) (linked on the previous page).

We recommend limiting to 1 or 2, the number of datapoints included per infographic section.

We can include comparisons to the G2 category average scores, and/or to a maximum of 3 competitors.

If you choose to compare with competitors, please provide the competitor product names as they appear on the G2 report you have provided.

Unless you indicate otherwise, we will only include G2 Average or Competitor comparisons for data points where your product has a higher score.

Provide a link to a user review on G2.com.

Provide the exact text from that review that you want us to include.

Remember that G2 reviews are the authentic voice of the user, so we're not able to change the original review text, other than to correct typos and grammar.

Include any additional; layout, design, data representation or other guidance.

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## Section 6*
(data point + review quote)

**G2 data point to include:**
(optional)

**G2 data comparisons:**
Check all that apply (optional)

☐ None    ☐ G2 average    ☐ Competitors

**If 'Competitors', tell us who they are?:**

**User review quote to include:**
(optional)

**Additional guidance:**
(optional)

# 8. About your FOOTER area

* Required fields

**Footer text:**
(optional)

Provide text for the Infographic footer above the final CTA button.

**Final CTA button text*:**

Provide text for the clickable Final CTA button.

**Final CTA link*:**

Provide the target link for the Final CTA button (including any required tracking code)

**G2.com Footer text:**
(Boilerplate)

This text must be included on all infographic footers

Powered by [G2 logo]

Data was sourced from the [Report Season] [G2 Category] [Segment] [G2 Report Type].

G2 is the world's largest and most trusted software marketplace. More than 100 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on LinkedIn.

Footer text

Final CTA button text

G2.com Footer text

**Additional overall information:**

This is your chance to get specific!

Include here any and all additional instructions that will help us to deliver exactly what you're looking for.

Here are some areas you could think about:

• Data representation types - rings, bars, typography etc.

• Visual direction

• Structural direction

• Specific brand elements to include

• Things to avoid!
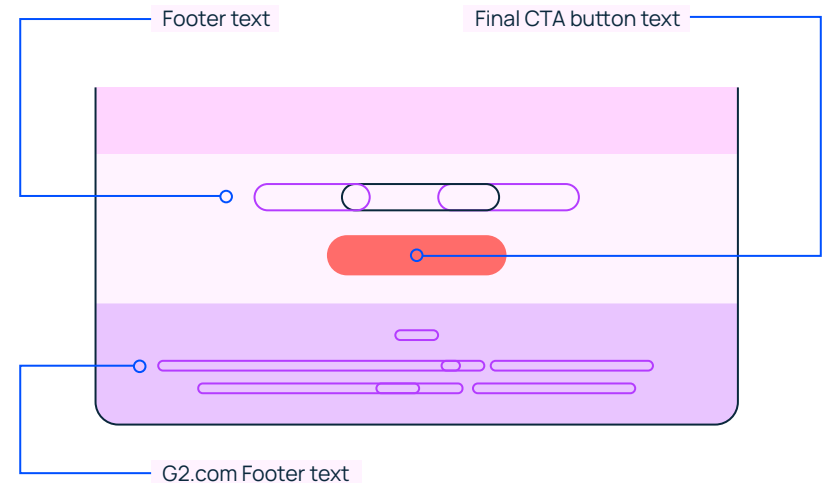
# 9. Production workflow

## Key service features

> **1 final design** delivered

> Choice of **PDF document and image formats**

> Include **G2 report data, customer reviews, badges and your custom content**

> **3 following quarterly updates** included

> Choice of **single page, multi-page or document carousel ad formats**

## Production workflow

| Steps | | Who? | Timeline |
|---|---|---|---|
| **1.** Briefing | Single-page: up to 7 data points & 5 reviews. Multi-page: up to 7 data points & 5 reviews, per G2 report. | You | — |
| **2.** Design draft | 1x design concept created for your review. | Us | 5 days |
| **3.** Design draft review | Edits possible before moving to step 4. | You | — |
| **4.** Final draft | Design update created for your final review. | Us | 2 days |
| **5.** Final draft review | Minor edits possible before moving to step 6. | Both | — |
| **6.** Final delivery | On final sign-off, you will receive the infographic in formats requested, with .ai source files. | Us | 1 day |

# 10. Service terms

**What do I need to know about G2 Infographic?**

Here are some headline points to bear in mind when planning your G2 Infographic:

**Number of assets:** The standard Infographic service is intended for one product and includes 1 asset.

**Messaging and Data:** As well as G2 data content, you will be asked to provide marketing copy to be used in the header and footer of the infographic, including CTA button.

> All G2 data content requested, excluding review quotes, must be from a single G2 Report.

> Data requests from any additional G2 Reports, live data, or external (non-G2) data points cannot be included in a standard infographic.

> A single Grid® may be included from the single G2 Report on which your Infographic is based.

> You can include up to 8 data points, any data points, from the G2 Report.

> Competitive or category average data can also be included, with a maximum of 5 named competitors.

> You can choose how to represent data points, e.g. as bars, rings, typographically (tables), or a mix of all three.

> You can include up to 6 review quotes from your product's G2 profile page.

> We recommend trimming longer quotes to the most essential part(s) to maximize the impact of the copy. Changes to review quotes are only allowed if they are to trim or correct spelling or grammar errors. Changes should in no way alter the intent of the review.

> If you have been awarded a G2 badge in the G2 Report, you can choose to include that.

> Badges can be either generic or category-specific where the badge design includes the name of the G2 Report category.

> We suggest that you consider the story that you want your messaging to get across and choose the data that best supports that story. Our best-practice recommendations include:
>  • Limit the number of data points to effectively focus on what matters most.
>  • Choose data points that are connected rather than disparate.
>  • Data points are great, but customer reviews lend validation to the story.

**Design style:** Infographic headers can be created with either a photographic or illustrated design approach:

> You can provide your own photography, or we will provide stock images for infographic. Be sure to let us know in the request form if you will be providing your own images.

> It is not within the scope of the service to create new illustrations for your brand, but rather to apply/adapt your existing illustration. You must provide source illustration files for us to use.

> If we must include specific illustrations, please provide these in vector format (e.g. .svg, .ai, .eps or .pdf), not in bitmap format (e.g. .png or .jpg).

> If your preferred illustration style cannot be described by providing examples, we would recommend choosing a photographic or plain style option instead.

> Since design direction changes cannot be made after design draft production has begun, it is important to be as specific as possible about your visual style requirements when completing this section of the briefing form.

**Sizes:** The standard delivery format is PDF, 1080px or 1440 px wide, RGB for digital use. The height of the infographic will be dictated by the amount of content.

**Final deliverables:** G2 Infographics are delivered as standard in .pdf format as well as raw .ai working files. Additional .png or .svg formats may also be requested on the order form.

**Updates:** The G2 Infographic package includes quarterly updates which can be requested when the latest G2 Reports are released.

**Alignment with your brand:** G2 will always endeavour to provide finished assets that align closely with your brand. To do this well, we need your help. Please be as generous as possible regarding the following items in the briefing process:

> Brand guidelines, especially regarding your brand illustration approach (if required).

> Existing infographic design examples reflecting your current brand guidelines.

> Anything else that will help us better understand your campaign goals. Nothing is too insignificant, the better we understand, the better the final results!

**Logos:** Logos should be provided in vector format (e.g. .svg, .ai, .eps or .pdf), not in bitmap format (e.g. .png or .jpg).

# Service terms (continued)

**Fonts:** We have access to fonts from Adobe and Google. If your primary font is not available from either of those sources, you will need to provide your font for us to use, or indicate a secondary font that is available to us.

**Rebranding:** If the product is currently undergoing a rebrand, and the social asset designs should follow the new branding, then please delay submitting the service request until the new branding material is available to share. Requests to apply updated branding to designs after the design process has begun can not be facilitated.

**G2 Brand Guidelines:** Any G2 brand elements or likeness must follow the guidelines outlined in G2's Brand Resources.

**Prohibited Content:** We reserve the right to decline to participate in creating content that does not comply with G2's Community Guidelines and general Terms of Use, where applicable.

**How do quarterly updates work?**

Updates can be requested when the latest G2 Reports are released (quarterly), throughout the 1-year subscription term.

Scope of updates:

The Infographic Update service includes updates to the following, provided they are included in the original Infographic design:

› The Grid® image

› Badge(s)

› Data points

› Exchange up to 1 review quote*

› Marketing copy & CTA button copy

› Footer details

› Design changes are not included within the scope of the Infographic Update service. These include:

  • Composition/layout/ad size changes

  • Image or Illustration changes

  • Changes to the type of data representation, e.g. from ring charts to bar charts, or from data points to Grid®.

* Any replacement review quote should be approximately the same length as, or shorter than, the review quote it is replacing. Review quotes that are no longer live must be removed for privacy reasons. Star ratings that have changed since the original infographic must be updated.