



PRESS RELEASE

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SPOTLIGHT ANNOUNCES STRATEGIC PARTNERSHIP WITH G2

Agency will now offer enhanced reputation management for businesses on the world's largest and most trusted software marketplace

KANSAS CITY, Mo. (NOV 28, 2023) – Spotlight, a leading global analyst relations (AR) and market intelligence firm, today announced a unique partnership with [G2](#), the world's largest and most trusted software marketplace. Through this collaboration, software and services companies can now leverage Spotlight to elevate their brand credibility and reputation through effective peer review program management on the G2 platform.

“Analyst Relations (AR) teams play a critical role in their companies by filtering and distilling customer insights from the analyst community to their own GTM teams” said Chris Voce, Vice President of Market Research at G2. “G2’s insights on the B2B software and services marketplace are rooted in authentic customer feedback and buyer behavior, and our data is an asset to AR leaders so they can better understand and influence the markets they care about. We’re proud of this partnership with Spotlight to help them bring these insights from customer voice and verified data to their customers.”

“It is a privilege to partner with G2 and be trusted to serve its ever-growing customer base,” said **Rick Nash**, Spotlight CEO. “Our firm has extensive experience in helping clients reap the benefits of peer review programs, and we are excited to provide strategic support to more businesses looking to enhance their reputation and stand out on the world's leading software marketplace.”

G2, which attracts 80 million software buyers annually, is the go-to platform for users seeking authentic reviews and unbiased insights into software, products, and services. Through the Spotlight partnership with G2, software and service companies of all sizes

can now engage an additional resource to help build their reputation and grow their businesses.

Key highlights of the partnership include:

- **Strategic Reputation Management:** Through an engagement with Spotlight, G2 customers will have access to strategies and expertise for managing their online reputation more effectively.
- **Scalability:** With a trusted partner, businesses have both the strategic counsel and tactical execution to scale their peer review programs and maximize the return on investment.
- **Enhanced Online Presence:** Through a thoughtful and well-managed program, businesses can enhance their online presence and credibility, attracting more potential customers and solidifying their market position.

This strategic partnership underscores G2's unwavering commitment to providing businesses with a comprehensive and reliable platform for reputation management, enabling them to build trust and credibility among their target audience.

ABOUT SPOTLIGHT

Based in Kansas City, Mo, Spotlight is an insights-driven analyst relations firm with 10+ years of experience helping fast-growing companies (from start-ups to large fortune 500 organizations) scale and accelerate their AR programs to maximize what clients earn from the channel. Spotlight is also consistently recognized as a Best Place to Work by the Kansas City Business Journal. For more information, visit www.spotlightar.com.

ABOUT G2:

G2 is the world's largest and most trusted software marketplace. More than 80 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](#).