



## G2 + Chili Piper Integration

# Qualify and convert buyers into meetings on your G2 Profile.

Turn your G2 Profile into an inbound lead channel and give qualified software buyers on G2 a convenient and instant way to book meetings with your team.

**Leader**  
WINTER

### Acme Inc.

★★★★★

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#### Reviews & Product Details

##### About this Product

This a tool that adds a natural language interface to an application to automate interactions with end users, common applications include virtual agents and chat bots that can integrate and communicate on any channel or device.

[Write a Review](#)

#### Product Pricing

**STARTER** **PRO**

Thanks! What day works best for a quick call?

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26 Jun	27 Jun	28 Jun	29 Jun	30 Jun	1 Jul	2 Jul

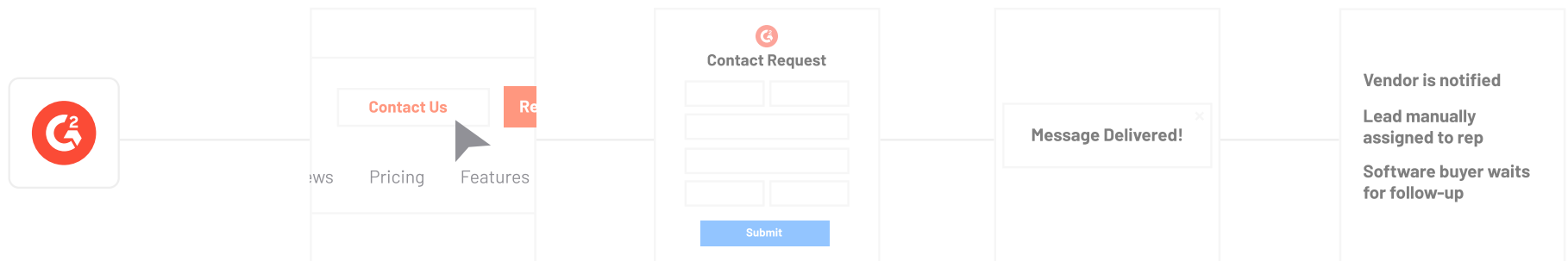
What time works?

30 minute meeting • America/Chicago time

3:00	3:30	4:00
4:30	5:00	5:30
6:00	6:30	7:00
7:30	8:00	8:30
9:00	9:30	10:00
10:30	11:00	11:30

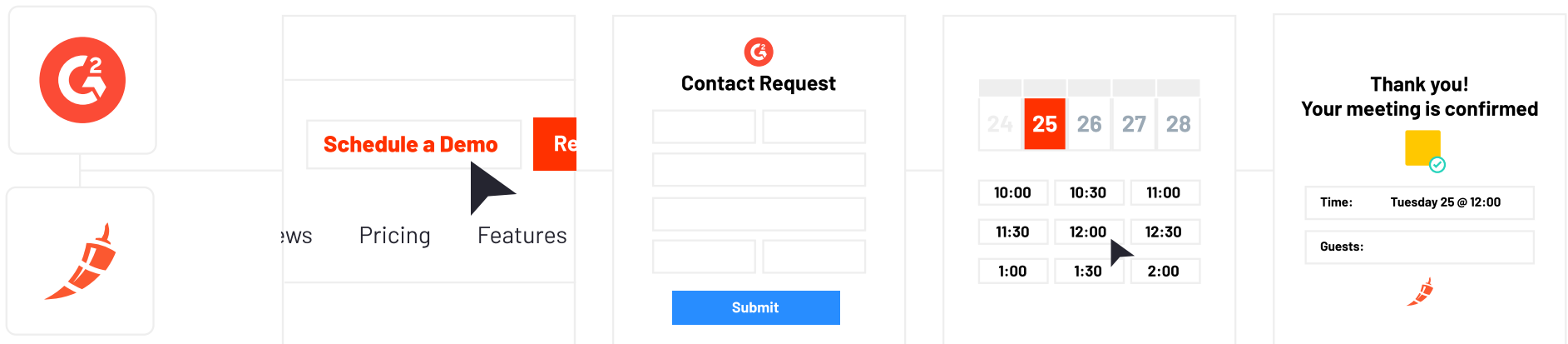
### Without integration:

Software buyers on G2 can request to be contacted and wait for a direct response from you.



### With integration:

Software buyers select the Chili Piper button and automatically schedule a meeting with you.



# G2 + Chili Piper Best Practices

## Optimize your G2 profile for conversion

Help software buyers with their purchase journey by offering them an instant way to book time with the companies they're researching. Convenience and speed for buyers on your G2 profile means a new inbound lead channel and no manual response time for you.



### BEST PRACTICE #1:

#### Give clear direction in your G2 profile CTAs

The my.G2 admin gives you the option to include two CTA buttons on your G2 product profile. Activating Chili Piper modifies the label and function of your Leads CTA button. Use clear language that encourages buyers to directly schedule a meeting with you, such as "Schedule a Demo". It is recommended that your second CTA button is not used for meeting requests while this integration is active. Consider using the second CTA for marketing or additional educational content.



### BEST PRACTICE #2:

#### Establish a lead and routing flow

Prepare your sales team! Give reps a heads up that they may be assigned leads coming from G2. Chili Piper uses data collected from the G2 lead form to automatically assign leads according to Scheduling Queues, ensuring that leads are handed off to the right reps.



### BEST PRACTICE #3:

#### Optimize setup for clear attribution

Create your G2 + Chili Piper Inbound Routers with attribution in mind. Set up a new router for each G2 product profile you have listed, and specify the product when naming your Inbound Router. This allows you to track where leads are coming from and nail down attribution throughout the opportunity lifecycle.



# G2 + Chili Piper FAQs

## How do Chili Piper and G2 partner?

Chili Piper is an inbound conversion software, fueling today's high-growth B2B revenue teams. The platform's Form Concierge product qualifies, routes, and books meetings in seconds, connecting revenue teams with their potential customers. With instant booking capabilities, it enables a fast and efficient handoff from marketing to sales. Teams convert more inbound leads while spending less time coordinating schedules.

For buyers surfing software on g2.com, the integration is triggered through the main G2 profile Leads CTA, making it simple to book a meeting with a vendor directly from the G2 marketplace. For sellers, this integration allows a unified inbound routing process from G2 with their existing lead flow, and also enables meeting tracking and pipeline attribution from a G2 profile.

## Do I need to qualify to use this integration?

Customers that have the G2 Essential Package or higher **and** purchase the Chili Piper Form Concierge product have access to this integration.

## Where can I access and manage the integration?

The Chili Piper implementation starts in the my.G2 Integration Hub. In the Chili Piper tile, you will input information from your Chili Piper dashboard (Inbound Router name and your domain). Configure the setup for each G2 product profile that you manage and would like to enable direct scheduling through Chili Piper. [Head to the G2 Documentation site](#) for more information and full implementation steps.

## How does the integration setup work?

Detailed implementation steps are available in the [technical documentation](#), but here is what you can expect from the setup:

1. Search for and select the Chili Piper tile in my.G2 Integration Hub
2. Configure a new router for your G2 product page in Chili Piper
3. Input the Router Name, Domain Name from Chili Piper into my.G2
4. Start auto-scheduling meetings for your sales team!



## Where will the button appear on my profile?

On most G2 profiles, there are two main CTA buttons that appear at the top right of every profile. The Leads CTA is the first button (appearing on the left) that connects with Chili Piper. When the integration is active, you can insert text of your choosing (e.g. Schedule a Demo, Book a Meeting, etc.) to appear on that button. When it is not active, the button defaults to “Contact [Product Name]” as the text.

*NOTE: If you choose to deactivate the second profile button (Custom CTA) to only display your Chili Piper-connected button, the button language will default to Request a Demo, and will not be customizable.*

## How can I track attribution for leads acquired through this integration?

Options for visibility into inbound leads from G2 are as follows:

1. G2 form submissions live in Buyer Activity > Leads Activity in my.G2
2. Chili Piper Form (the scheduler) submissions populate in “Reports” in the Chili Piper dashboard
3. Coming Soon: Chili Piper Form submissions also populate in my.G2 in Leads Activity for each Product Profile you have activated the integration
4. Optional: Create custom fields in your CRM when meetings are booked, giving direct visibility into G2 + Chili Piper leads

## What are the main use cases for this integration?

The G2 + Chili Piper integration helps you streamline your inbound lead strategy from your G2 channel. Giving direct access to a human on your team affects and improves a buyer’s experience with you from the get-go. Additionally, you’ll drastically reduce your inbound response time and spend more time building marketing, and less time handing off leads to sales. Here are some use cases to consider:

- Expand your inbound lead and revenue channels
- Reduce inbound lead response time
- Increase your lead-to-meeting rate
- Track and attribute G2 profile success in converting leads to customers

## Is there a way to qualify leads instantly that come via the Chili Piper integration?

The **Inbound Router** that you create in Chili Piper corresponds with the respective G2 product profile that is collecting meetings. This router can be added to a **Queue**, which automatically qualifies and assigns a lead to a rep, based on the form fields collected and the logic configured in Chili Piper. Configuring and connecting Queues to your G2 Router ensures that the right leads are qualified, disqualified, and routed appropriately.

