


Connect with warmer leads and expand your reach

Service providers rely on lead and demand generation campaigns from Gartner Digital Markets to increase their sales pipelines and reach the right customers, at the right time. Connect with buyers and expand your reach in your target industries and audiences when they’re actively researching service solutions.

Sponsored Profile


A Sponsored Profile provides increased reach and demand generation opportunities on the **UpCity** marketplace where buyers actively do research for service providers.



Increased Visibility

List placement above any free & unclaimed profiles.


1



Expanded Profile

Showcase more of your work and awards to prospective buyers.


2



Enhanced Insights

Compare your performance to other providers in your service categories and markets.

3




Review Management

View, manage, and respond to your reviews—all through the UpCity platform.

4

Pay Per Click


A Pay-Per-Click (PPC) listing provides maximum exposure on the **Capterra** buyer-facing service reviews site. Our PPC service sends active services buyers directly to your website and landing pages. These buyers are three times more likely than the industry average to convert into a lead.



Internet Search

71% of B2B buyers start research with a generic search.


1



Gartner Digital Markets Sites

We direct PPC leads to your campaign landing page, where they click external links to learn more.


2



Conversion

Buyer converts on your landing page by completing a lead capture form.

3




Repeat Engagement

Prospects return to compare products, read and write reviews, and research new products.


4

Key Features




Global Reach

Connect with 9 million buyers a month across the globe in the categories your service fits in best to reach the right buyer at the right time.



Maximum Visibility

Get seen by more in-market buyers by promoting your service at the on Capterra and UpCity. Optimize your profile with guidance from marketing and lead management experts.



Campaign Management

Easily adjust campaigns, update or add new targeting parameters, and manage bids based on your business priorities.



About Gartner Digital Markets

Gartner Digital Markets is the premier source for software and service providers to connect with in-market buyers and generate leads. Gartner Digital Markets comprises the four leading B2B software and services search websites — Capterra, GetApp, Software Advice, and UpCity — serving more than 9 million monthly visitors from around the globe. We are proud to partner as a quality, high-volume lead source for thousands of software and service providers, and offer a full suite of marketing, data and lead generation services.

Connect with high quality leads
Contact us to get started.

Request a Demo

gartnerdigitalmarkets.com



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