How to Build Your Brand and Capture Demand With a Sponsored Profile

A comprehensive guide for successful Pay-Per-Click campaigns on the Gartner Digital Markets platform

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Introduction

Unlock the power of Sponsored Profiles

Over 100 million buyers visit Capterra, GetApp, Software Advice, and UpCity every year to read verified reviews, compare products, view proprietary insights, and gain the expert advice they need to confidently choose the right software and services for their business.

What is a Sponsored Profile?

A Sponsored Profile allows you to launch Pay-Per-Click (PPC) advertising campaigns to promote your product or service on our platform, spark interest from active buyers, and capture demand through your website or targeted landing page.

MyPM
★★★★★

VISIT WEBSITE

Having a Sponsored Profile on the Gartner Digital Markets platform is key to maximizing your reach with buyers, building brand credibility, and capturing in-market demand. Here's how a Sponsored Profile can support your strategic objectives:

Build your brand

Sponsored Profiles are prominently displayed across our platform and in paid and organic search results, increasing brand awareness and helping you stay top of mind as buyers shortlist products.
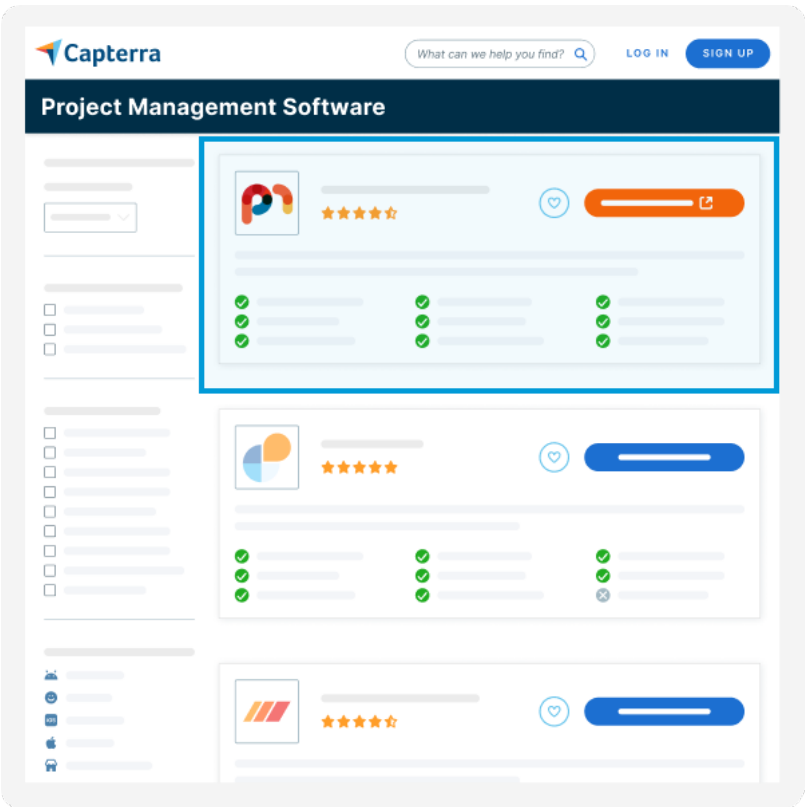
Capture buyer demand

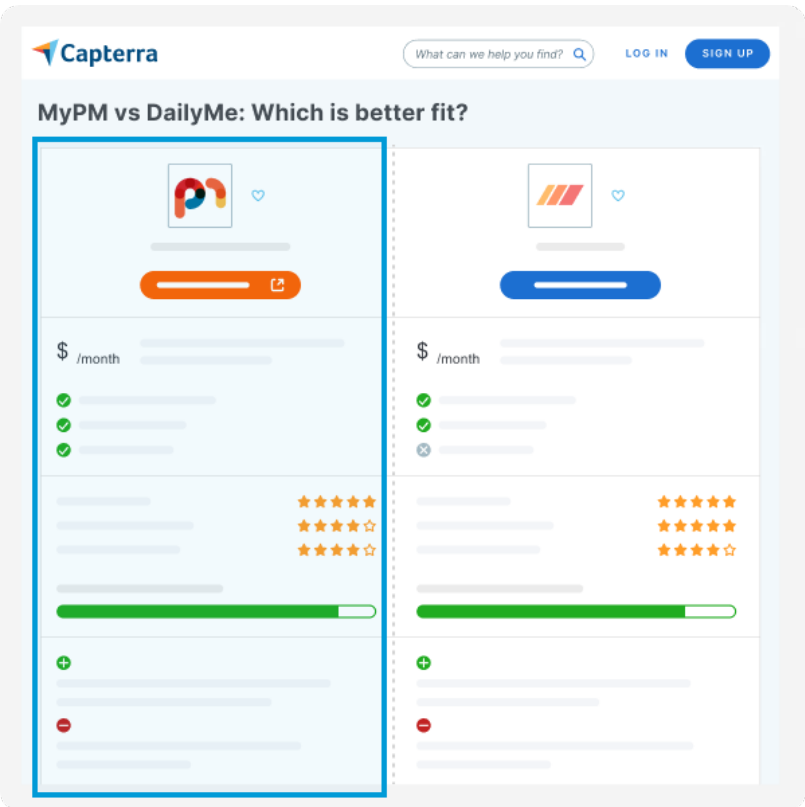Sponsored Profiles drive targeted traffic to your website and are effective for generating the right leads within the specific industries or use cases you serve.

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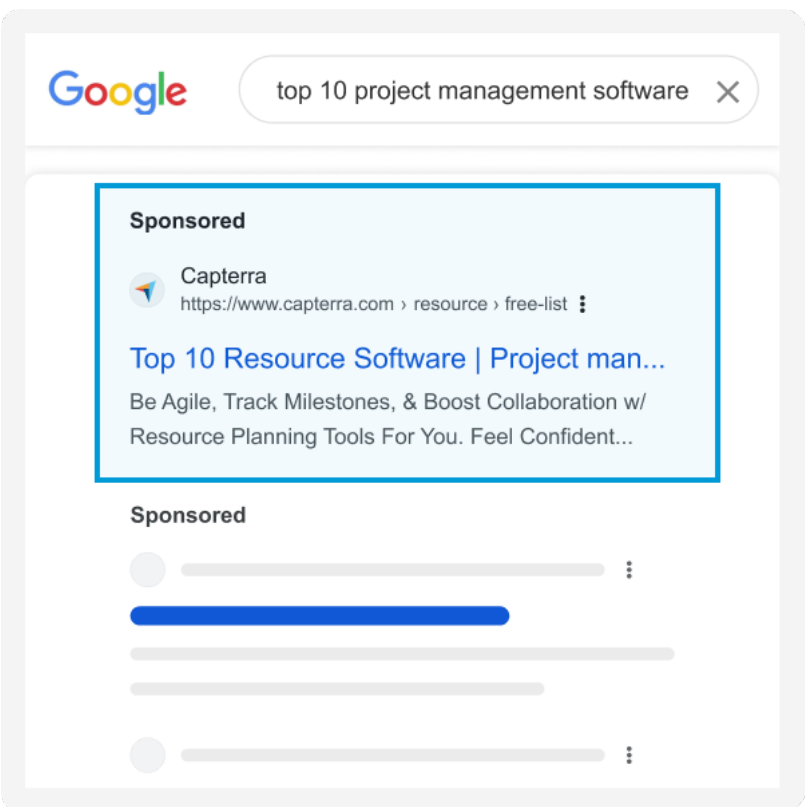# Example of Sponsored Profile on Capterra and in search

Capterra category page

Capterra side-by-side comparison page

Capterra in paid search results

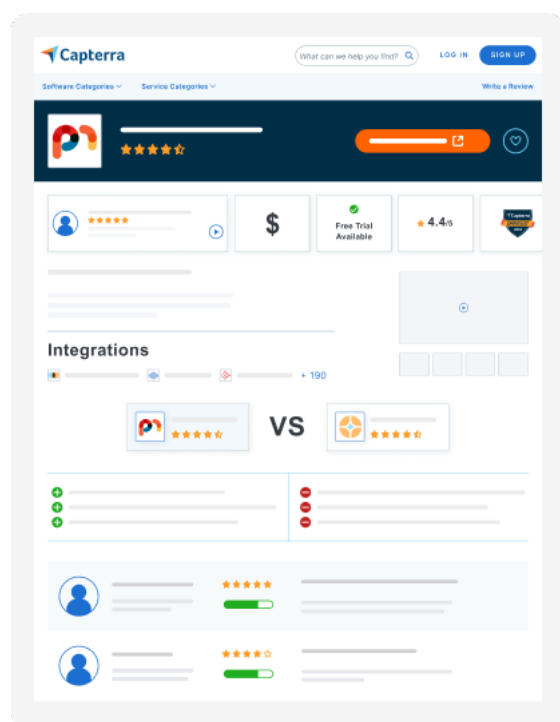## Capterra in organic search results
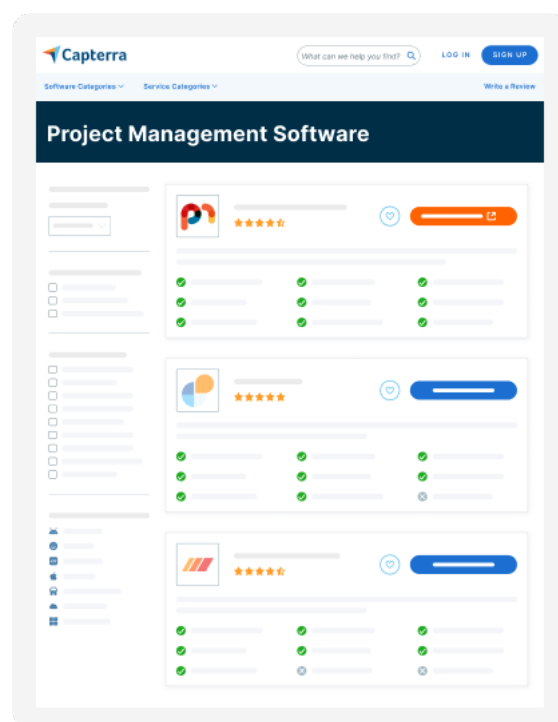
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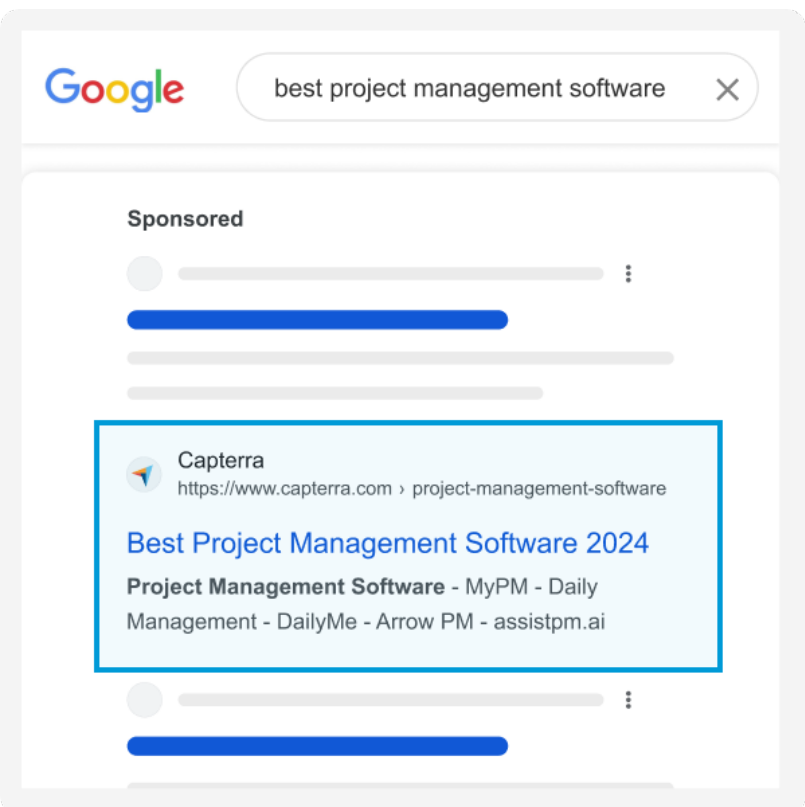
Getting started

To help you get started, we'll guide you through the ins and outs of upgrading to a Sponsored Profile with PPC campaigns—from setting up your campaigns and developing your strategy to improving performance.

The main elements of a PPC campaign

Sponsored Profile

Category

Landing page
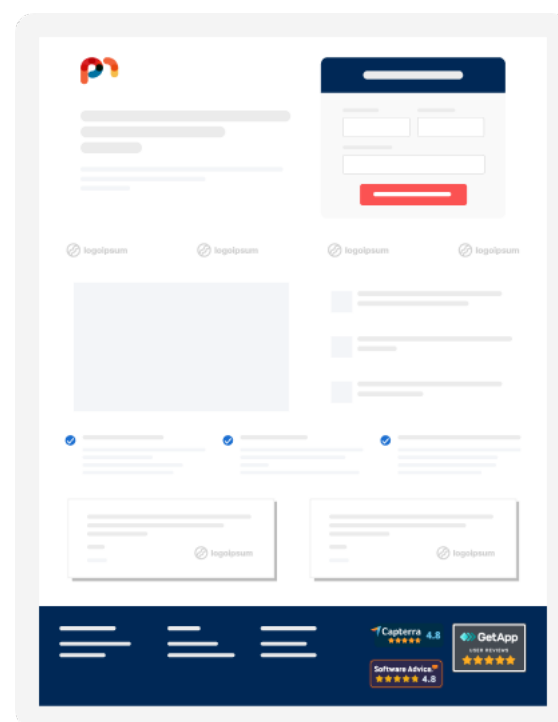
Your **Sponsored Profile** is a critical element of your PPC campaign. It acts as your ad content and helps entice buyers to click through to your website. Ensuring your profile contains up-to-date information and recent reviews helps you stay relevant and top of mind with buyers searching for and comparing products on our platform.

To get your product or service in front of the right buyers, your profile should be listed in **relevant categories** that match your offering's feature set. Each category can help you reach unique buyers, similar to targeting specific keywords on other platforms or channels.

When someone clicks on your Sponsored Profile call to action (CTA), they will come to your **landing page**. You want your landing page to convince buyers to convert—whether that means booking a demo, signing up for a free trial, or speaking with your sales team.

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Sponsored Profile optimization

It's important to ensure your profile is complete and contains up-to-date information. Optimizing your Sponsored Profile can help you:

- Appear more competitively in product comparisons

- Generate more traffic

- Improve your profile quality score

- Increase click-through rates of your campaign
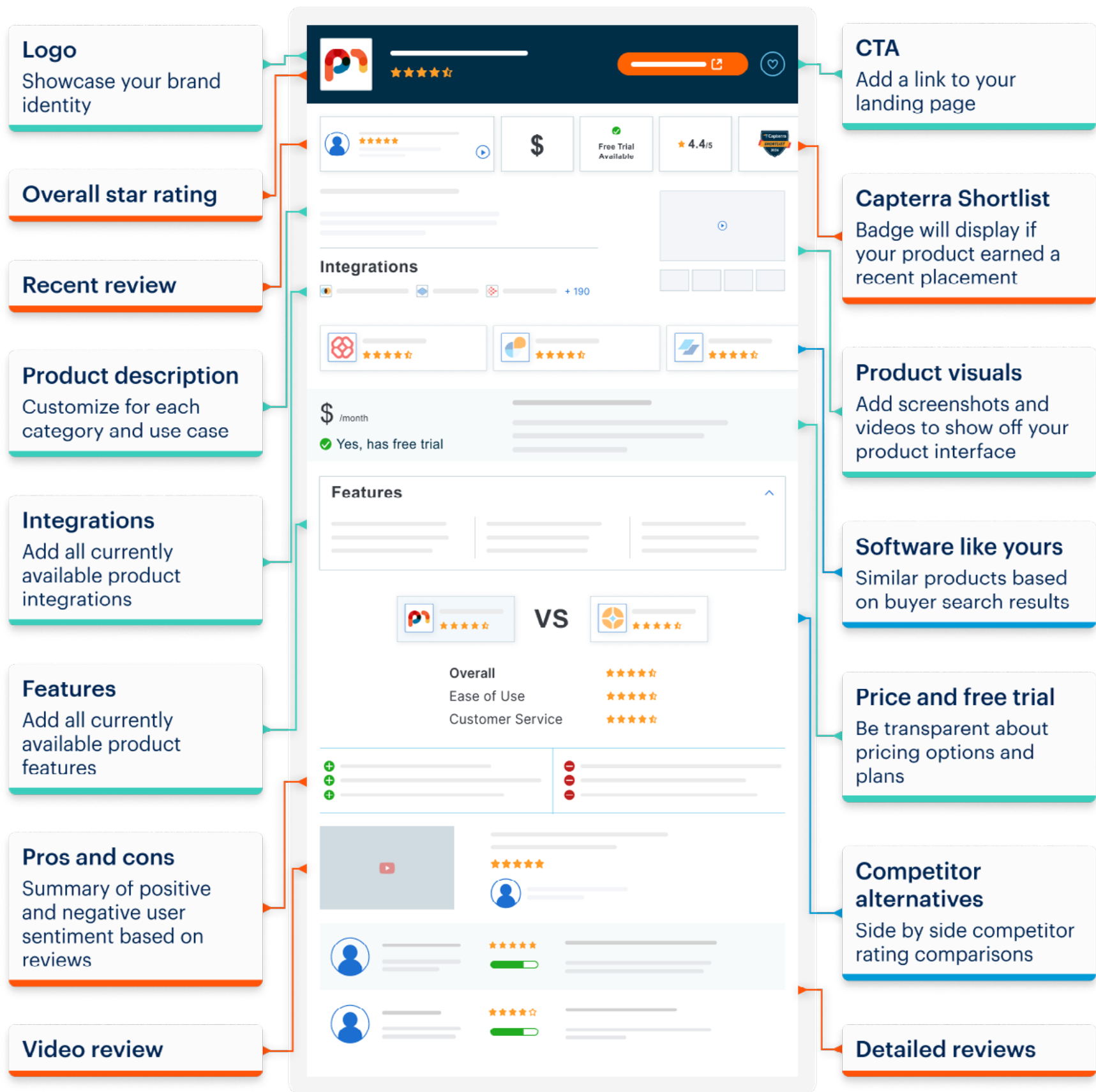
Key elements of an optimized Sponsored Profile

✓ **Customized descriptions:** Make sure the description for your software or service is differentiated across our platform and customized for each category and use case.

✓ **Comprehensive list of features:** Be sure your product features match the category you are targeting. Many buyers filter their search based on the features they need.

✓ **Media, screenshots, and videos:** Show off your product in action. Use visuals to display key features and selling points for the category.

✓ **Pricing details:** Be transparent about your pricing options and plans. Pricing is the number one factor buyers care about when searching for software. [1]

✓ **Integrations and support:** Show buyers everything you offer, including integrations, customer support, implementation resources, and training.

✓ **Recent customer reviews:** Collect fresh reviews to build trust and credibility. Profiles with 11 to 20 reviews can experience up to 14.4% higher click-through rates than profiles with zero reviews. [2]

[1] Gartner Digital Markets 2024 Software Buying Behavior Survey (n: 2,499)

[2] This claim is based on review and click data from active PPC campaigns on our platform from March 2024 through May 2024.

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Elements of a Sponsored Profile on Capterra

■ Vendor-generated content   ■ Reviews-generated content   ■ Gartner Digital Markets-generated content

Logo
Showcase your brand identity

Overall star rating

Recent review

Product description
Customize for each category and use case

Integrations
Add all currently available product integrations

Features
Add all currently available product features

Pros and cons
Summary of positive and negative user sentiment based on reviews

Video review

CTA
Add a link to your landing page

Capterra Shortlist
Badge will display if your product earned a recent placement

Product visuals
Add screenshots and videos to show off your product interface

Software like yours
Similar products based on buyer search results

Price and free trial
Be transparent about pricing options and plans

Competitor alternatives
Side by side competitor rating comparisons

Detailed reviews

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Category selection

Product-category fit is essential to attracting the right audience and driving targeted traffic to your site.

How is product-category fit determined?

- Your product offers core features of the category.

- Category keywords are aligned with how your buyers search and discover your product.

- Your customer reviews highlight specific features or use cases that are relevant to the category.

Example of project management software categories

Agile Project Management Software	Project Management Software for Nonprofits
ALM Tools	Project Planning Software
Gantt Chart Software	Project Portfolio Management Software
IT Project Management Software	Project Tracking Software
Kanban Software	Resource Management Software
Manufacturing Project Management Software	Scrum Software
Marketing Project Management Software	Small Business Project Management Software
Online Project Management Software	Strategic Planning Software
Product Management Software	Task Management Software
Project Management Software for Architects	Team Management Software
Project Management Software For Engineering	Time Tracking Software

*This list of categories is subject to change.

Get your product in the right categories

Ensure your product or service is featured in the most relevant categories on our platform. Learn more about how to add, remove, or change categories.

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Landing page optimization

After clicking on your Sponsored Profile's CTA, buyers will arrive at your landing page. Your landing page should motivate buyers to take action, whether it's booking a demo, signing up for a free trial, or speaking with your sales team.

From design and content to CTA and forms, leverage best practices to boost the performance of your landing pages, reduce bounce rates, and drive conversions.
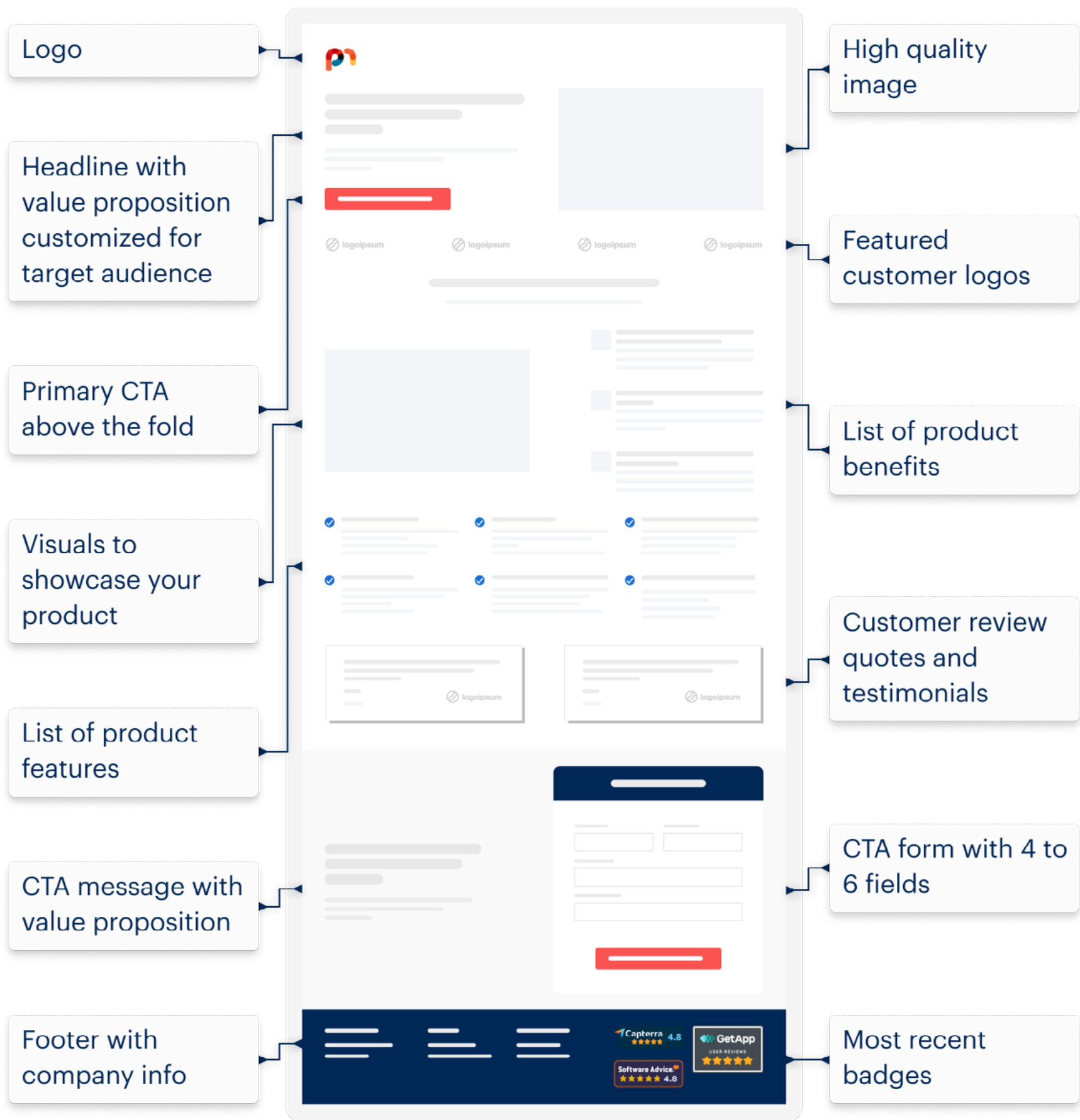
✔ **Show a strong value proposition:** The messaging on your landing page should align with the category from which the traffic is coming.

✔ **Include a CTA above the fold:** Use clear language for your CTA, such as "request demo," and ensure it's placed prominently at the top of the page.

✔ **Add brand credibility elements:** Boost trust with social proof content, such as reviews and badges.

✔ **Ensure high technical performance:** Minimize page load time to under two seconds, ensure design, layout, and functionality are consistent across browsers, and optimize for mobile users.

Convert leads from your landing page into sales pipeline

Once a buyer fills out the form on your landing page, your sales team should call soon after and reconnect several times in the first few days to stay top of mind. Automated email nurtures can also help leads stay engaged and move faster through your sales funnel.

Learn how to build an effective lead nurture program to convert interested buyers into sustainable growth.

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Example of an optimized landing page

Logo

Headline with value proposition customized for target audience

Primary CTA above the fold

Visuals to showcase your product

List of product features

CTA message with value proposition

Footer with company info

High quality image

Featured customer logos

List of product benefits

Customer review quotes and testimonials

CTA form with 4 to 6 fields

Most recent badges

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Launching PPC campaigns

To set up campaigns for success, it's important to confirm who you're targeting and how much you can spend to reach them. In this section, we'll explain how to build your audience mix, find the right bidding approach for competitive auctions, and install conversion tracking to measure success.

Build your audience mix

On the platform, you can strategically reach your ideal buyers by creating targeted auctions through a combination of categories and countries.

Example campaign targeting mix

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Categories
- Project management
- Agile project management
- IT project management

Countries
- United States of America
- United Kingdom
- Australia
- Canada
- France
- Germany

Customize your profile and landing pages for each audience

- Tailor your product description with targeted keywords for each category to drive engagement.

- Localize your profile and landing pages with translated content to improve the user experience for global software buyers.

- Align your landing page messaging with each category to increase conversion rates.

Adjust your profile descriptions and languages under the "Listings" tab on your Gartner Digital Markets account.

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Set your budget and bids

Pay per click means you only pay when a user clicks on your profile's CTA, bringing a buyer from the Gartner Digital Markets platform to your landing page. The amount you pay per click is dependent on a live auction environment where competitors place bids to rank higher on the category page. The volume of traffic you receive is heavily influenced by the bid and budget strategy you set.

Budget management

On the Gartner Digital Markets platform, you set a monthly budget for your PPC campaign and your spend will not exceed that amount.

But, there are two important considerations to keep in mind:

- If your campaign exhausts the entire budget before a month is over, you can miss out on brand impressions, potential traffic, and leads for the remainder of the month. Your profile's CTAs are removed when you run out of budget and your bids are removed from the auction until the beginning of the next month.

- If your bids are set too low or your campaign is too targeted, you can limit your potential reach and miss opportunities to capture traffic and leads.

Quality score

Your profile quality score plays an important role in how you rank in our auctions.*

Quality score components include:

- Expected click-through rate

- Profile quality and completeness

- Product relevance to the category and buyer

Visit our Help Center to learn more about how you can improve your profile quality score.

* Gartner Digital Markets utilizes a quality score measure as a component of our PPC campaign ranking logic, which is currently implemented in selected categories and locations.

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PPC bidding

Your bid is your maximum cost per click (CPC), or the maximum price you're willing to pay for a click. You need to place a bid for every combination of categories and countries where you want to target potential customers.

What does your bid influence?

1. Your product's visibility across our platform

2. The volume of clicks and traffic you receive through your profile's CTA

We offer two PPC bidding methods based on your budget, strategy, and campaign goals:

- **Manual bidding:** You set your own maximum cost per click for your Sponsored Profile across categories and countries. This strategy gives you the most control over your bid in the auction. We encourage you to frequently review the trends and results of these campaigns to ensure maximum performance.

- **Automated bidding:** Our algorithm sets and optimizes bids for you across categories and countries to maximize clicks. This strategy allows you to distribute your campaign's monthly budget to attract the right customers for your business goals, preserving your optimal audience mix.

Example of manual bidding experience

Category	Location	Bid	Est. Clicks	Est. Cost	Est. Leads	Est. CPL	MTD Cost	MTD Clicks	MTD Conv	MTD CPL
⌃ Project Management	United States	$16.25	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
Bid Forecast PPC estimates are based on a next 30 day timeframe Quality Score: 7/10 ⓘ Minimum bid: %5.00		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50
		○ $19.95	52 - 92	$975 - $1,200	5 - 9	$97 - $172	$597.75	64	5	$119.50

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Example of automated bidding experience

Maximize your visibility and clicks

Ensure your Pay-Per-Click campaign stays competitive and delivers a steady flow of leads all month long. Learn more about how automated bidding works and how it can help drive efficiencies by extending your visibility, staying on budget and saving time without the guesswork.

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Set up conversion tracking

To achieve the greatest return on ad spend, you'll need to track how many leads you're converting from the Gartner Digital Markets platform. We provide conversion tracking to help you collect accurate data about campaign performance.

Conversion tracking

Conversion tracking helps you measure the number of leads that convert on your site and provides visibility into the categories, countries, and channels (Capterra, Software Advice, or GetApp) producing the most valuable customer activities.

This tracking method relies on the Gartner Digital Markets Insights Tag, a piece of javascript code, to track buyers that visit your landing page and determine if a conversion can be attributed to Gartner Digital Markets.
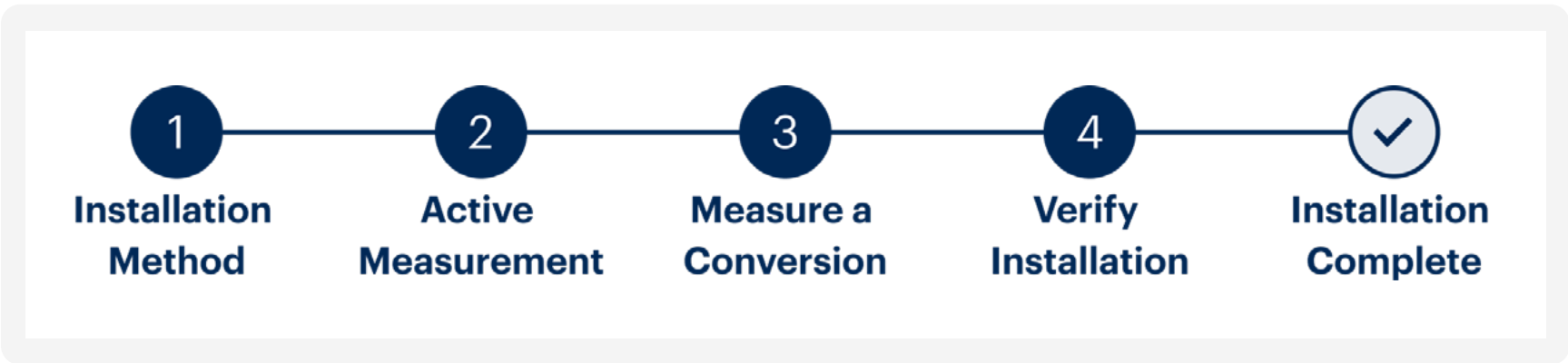
Installing conversion tracking

It's quick and simple to install the Insights Tag on your landing page(s) to track each conversion you receive from your campaigns. The process is similar to setting up tags for other platforms you may already use.

Log in to your Gartner Digital Markets account to learn how to install the Insights Tag.

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Monitoring and optimizing PPC campaigns

In this section, we'll show you how to measure campaign performance, fine-tune your targeting and bidding strategies, and uncover new growth opportunities.

Understand key metrics and campaign reporting

Track these essential metrics in your account dashboard to assess your profile and campaign health:

- **Brand views share** is the percentage of impressions (or views) received out of the total amount of impressions in the same category or auction.

- **Clicks** are when a viewer actually clicks on your Sponsored Profile CTA on Capterra, GetApp, or Software Advice.

- **Conversions** occur when buyers click on your Sponsored Profile, and take the action you intended on your site (e.g., start a free trial, request a demo, etc.). Note: Conversions can only be identified by setting up our conversion tracking tag on your site.

- **Click share** is the share of total clicks in a category earned from a campaign.

- **Spend** is the amount spent on your campaign and debited from your budget.

Brand Views Share	Profile completion	Categories	Reviews
Month to date	Your completion score	Your product appears in	Last 90 days
23%	74%	11	15
⬇ 4% MoM	⬆ 8% MoM		
		Add more categories ↗	Collect more reviews ↗
	Label ↗	Label ↗	Label ↗
	Days since last update	Eligible categories	Average rating last 90 days
	108	3	4.6

Clicks	Conversions	Click Share	Spend and Pacing
Month to date	Month to date	Month to date	Month to date
1,985	52	21%	$15,145
		⬆ 3% MoM	
Estimated clicks this month	Estimated conversions this month		
3.8K - 4.1K	114-136		

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Campaign reporting

For an in-depth look at campaign performance, go to "Click Report" in your account. Here you can track metrics such as average cost per click, average position, conversion rate, and cost per lead. These metrics help you assess campaign ROI over time.

Product + Category	Avg. CPC	Avg. Position	Clicks	Conversions	Conv. Rate	Cost	CPL
MyPM							
Agile Project Management Software	$26.84	5.7	269	488	21,05%	$35,891.55	$120.05
ALM Tools	$28.31	5.9	250	503	21,65%	$35,522.64	$351.35
Gantt Chart Software	$17.09	1.6	17,500	3,800	18.18%	$59,368.58	$225.06
IT Project Management Software	$21.96	1.3	17,285	3,453	17.38%	$254,729.75	$290.13
IT Project Management Software	$17.09	1.6	17,500	3,800	18.18%	$59,368.58	$225.06

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Pace your campaign throughout the month

With a dynamic auction, your campaign is subject to real-time changes in buyer traffic, bids, and the competitive landscape that may affect how quickly you use your budget each month.

Pace is calculated by dividing the percent of budget used over a given time period, and it's a useful measure for maintaining a steady flow of web traffic and leads for your business. The Gartner Digital Markets platform provides tools to monitor your pace throughout the month, including a dashboard and PPC campaign summary.

PPC Budget Status

You have 55% of your budget remaining.

Budget spent

45%

Month Elapsed

71%

View/Change your budget limit
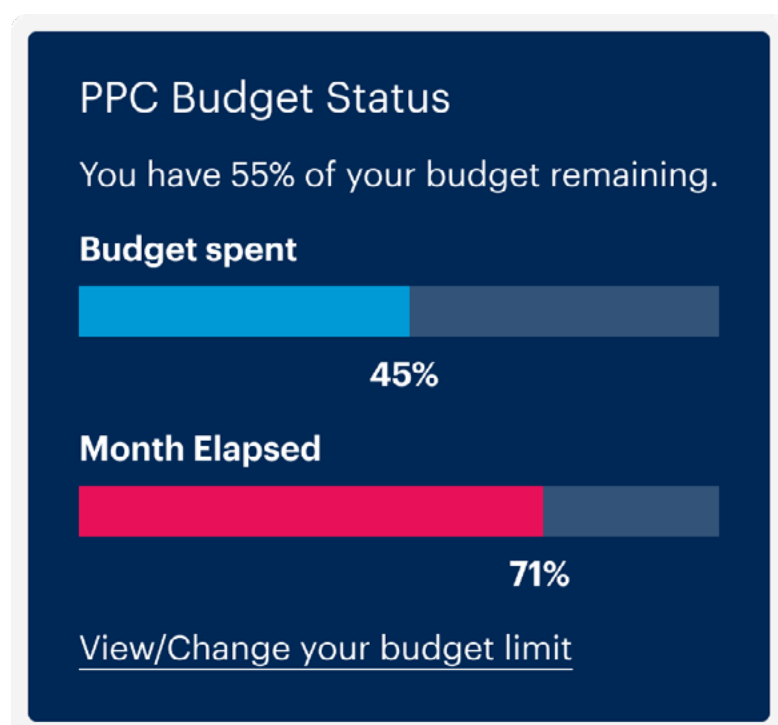
Pacing your budget with manual vs. automated bidding

How you set up and manage campaign bidding can impact how your budget will pace throughout the month. Manual bidding requires regular check-ins on how your budget is pacing.

With automated bidding, our algorithm sets and optimizes bids for you in real-time to maximize your clicks, improve your brand visibility, and drive efficient budget spend all month long.

If you're prematurely exhausting or underutilizing your budget each month, consider automated bidding to optimize your bids and keep campaigns active all month long.

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How to maintain a consistent campaign throughout the month

1 Calculate your target cost per lead, and use it as a guide to make sustainable bidding decisions.

2 Install conversion tracking when you launch your campaign to ensure performance data is accurate.

3 Track your campaign performance to identify improvement opportunities and adjust your bids accordingly.

4 Use automated bidding to maintain maximum visibility and engagement throughout the month.

5 Monitor your monthly budget by checking your "PPC Budget Status" dashboard.

When you should adjust your bids depends on many factors:

- **Your bidding method:** With manual bidding, you will need to check your bids more frequently than with automated bidding, which optimizes bids for you in real time.

- **How recently your campaign launched:** We recommend collecting enough clicks to generate trends in performance data before adjusting your bid strategy.

- **Your campaign growth:** If you are seeing positive ROI, consider bidding in more categories and countries to scale your PPC campaign.

- **Changes in the competitive landscape:** Increase bids to displace competitors' share of voice.

- **Changes in buyer demand:** Increase bids during periods of increased buyer demand for greater lead volumes.

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Scale your campaign

We apply data science to our live auction and the competitive landscape to deliver actionable insights and recommendations. Gain personalized insights, refine your strategy, and uncover new expansion opportunities throughout your account experience to optimize your strategy and reach your goals.

Recommendations may include adding categories based on your product's relevancy and entering new markets by bidding in new countries.
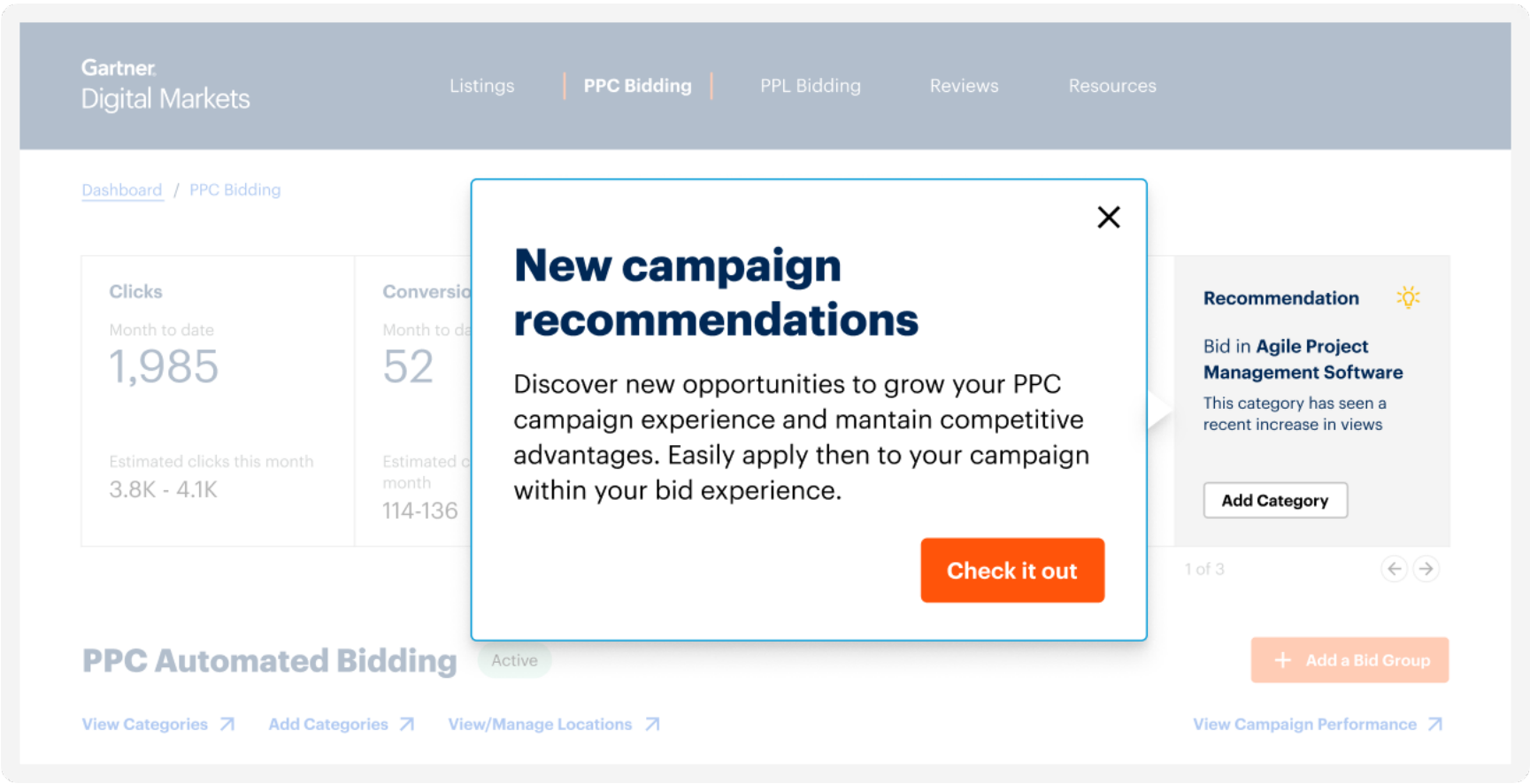
Update your categories, competitors, and target audiences in your Gartner Digital Markets account to get the most relevant recommendations for your campaigns.

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Key takeaways

1 Optimize your product profile and collect fresh reviews to engage the right buyers for your product.

2 Set a clear PPC campaign targeting strategy and bid accordingly.

3 Ensure campaign tracking is properly set up to measure performance.

4 Continue to test, measure, and optimize your campaigns.

The Ultimate Sponsored Profile Checklist

Ready to launch and optimize your PPC campaigns? Get started with our Sponsored Profile checklist.

Access Checklist

The Ultimate Sponsored Profile Checklist

Follow these essential steps to get started with Pay-Per-Click (PPC) campaigns

Campaign preparation
- ☑ Define your goals
- ☑ Optimize your Sponsored Profile
- ☑ Collect fresh reviews
- ☑ Update account user permissions
- ☑ Establish a lead management process

Campaign setup
- ☑ Select your best-fit categories
- ☑ Create a high-converting landing page
- ☑ Build your targeting mix
- ☑ Determine your bid and budget strategy
- ☑ Install tracking

Campaign activation
- ☑ Submit your PPC campaign request
- ☑ Schedule an activation call
- ☑ Get connected with your support team

Campaign optimization
- ☑ Monitor key metrics
- ☑ Report on campaign performance
- ☑ Adjust your bids and budget
- ☑ Grow your campaign

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Ready to get started with PPC campaigns?

Log into your account to submit your PPC campaign request or connect with your account representative today.

Go to My Account

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About Gartner Digital Markets

Gartner Digital Markets is the world's largest platform for finding software and services. More than 100 million people visit Capterra, GetApp, Software Advice, and UpCity across over 70 localized sites every year to read objective research and verified customer reviews that help them confidently choose the right software and services. Thousands of B2B companies work with Gartner Digital Markets to build their brand, capture buyer demand, and grow their business.

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