



Brittany, Tea is back in session 📖

1 message

G2 Tea <tea@g2.com>
Reply-To: tea@g2.com
To: bking@g2.com

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AUGUST 2023

Welcome to the School of SaaS

Grab your books (or probably just your phone). It's August, and the Tea is back in session.

Don't worry, you won't be tested and we don't care if you ask an **AI chatbot** for answers. Just sit back and relax, because we're about to school you on the latest happenings, hottest trends, and exciting updates in this edition of G2 Tea.

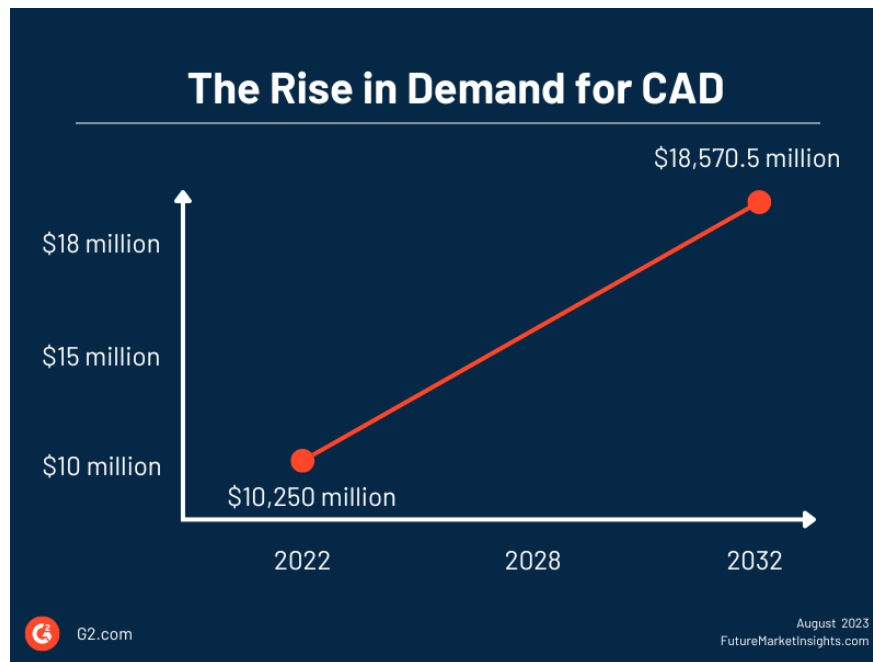
Here's what you can expect from this month's instructors:

- Watch **Gainsight enter the ring** in the latest episode of our Bad Reviews series.
- What well-known tool do we predict is the next **CAD software collab**? Read our Tea Leaves to find out.

- Piping hot Industry Insights: WEVO's CEO and co-founder Nitzan Schaer reveals **specific strategies for increasing NPS**, and G2's Director of People Ops Kristina Creed dishes **how G2 prioritizes people** above all else.
- **Explore the world of revenue attribution** in a Professional Spotlight with Dreamdata's CMO Steffen Hedebrandt.
- And *much* more!

Class is officially in session. Quench your thirst with the best stories from our School of SaaS.

READING TEA LEAVES



The hottest CADegory collab

Did you know that August 2 is National CAD Day? According to FMI, the overall demand for CAD is projected to grow at a CAGR of 6.1% between 2022 and 2032, totaling around \$18,570.5 million by 2032!

Even as a hot commodity, CAD still gets by with a little help from friends. We predict CPQ software will give CAD a glow up.

"An emerging trend in manufacturing is the integration of CAD with Configure, Price, Quote (CPQ) software. CAD-CPQ integrations help businesses automate routine jobs, reducing response time associated with sales quote generation and modification. It will be interesting to see manufacturers make headway by enhancing customer satisfaction through custom-configured products."

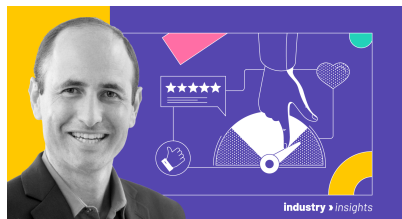
-Anindita Sengupta, Sr. Research Analyst, G2

This integration will likely spread to other industries as well, ushering in a new age of productivity. Talk about a CADalyst for change.

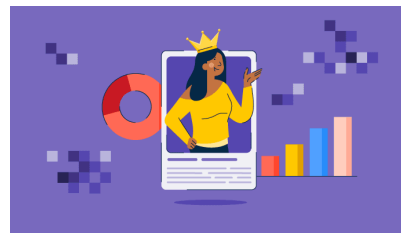
Interested in leveraging CAD to create complex 3D models? Get started with the basics of hybrid modeling.

[Read more >](#)

INDUSTRY INSIGHTS



Nitzan Shaer on How WEVO Brews Customer Delight and a High NPS



Get to Know G2's People Ops Team and Their Employee Success Secrets

PROFESSIONAL SPOTLIGHT



Mastering Revenue Attribution With Dreamdata's Steffen Hedebrandt

Dreamdata CMO and co-founder Steffen Hedebrandt sheds light on complex B2B customer journeys and the power of revenue attribution in tackling them. Here's a sneak peek:

- **Steffan's favorite beverage?** It's a fizzy one.
- **It takes 192 days from the first customer touch until a deal closes.** Whoa. Find out how to gear up for this long journey with revenue attribution.
- **"But what's the difference between marketing and revenue attribution?"** Steffen's explanation will clear up any confusion.
- **Data, data, and more data.** Steffen recommends you track it all if you want to get revenue attribution right.
- **First-touch, last-touch, multi-touch, U-shape, oh my!** The list of revenue attribution models is long. Learn how to choose the best for you from the expert himself.
- **Wondering what this CMO's favorite software are?** Well, one of their names definitely includes Dream and Data.

[Read more >](#)

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BAD REVIEWS



Are You Ready For It? Gainsight Takes On Bad Reviews

Some may think Gainsight is too much, while some may think it's not enough. CEO Nick Mehta is confident that it's just right. This edition of Bad Reviews goes out to all the Swifties out there! Watch Nick read out some bad-blooded reviews and face them with a state of grace.

[Watch now >](#)

QUICK SIPS

- Twitt— oh, uh, sorry — X.com got a facelift. So what's in store for the [Platform Formerly Known as Twitter](#)? Honestly, your guess is as good as anyone's.
- A tale as old as time: telephone operation was a choice career for young women – then [it got automated](#). We adapted before, and we'll adapt again. Let's go, girls.
- Giant Brains, or Machines That Think. Would you believe me if I said that's a book from 1949? The idea of [neural networks and deep learning](#) isn't new, even if the technology is.
- The two biggest takeaways from Oppenheimer? 1) Cillian Murphy has a shot at an Oscar, and 2) maybe we should chill before going all in on [dangerous technologies](#).
- Life in plastic, it's scam-tastic. Barbie marketing is everywhere – but unfortunately, so is [Barbie malware](#). This Barbie does not need a computer virus.

BLOW OFF STEAM



Fact of the day: [The first ever order](#) placed on the internet was to Pizza Hut in 1994! Hungry now? So are we. World Wide Web Day was August 1, go celebrate by ordering some 'za online.



Did you know? If you create a profile on G2 and leave a review, you could earn a gift card! It only takes 10 minutes. [Get started here.](#)

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