G2
Sales Engagement Software Report

Fall 2020

grOOve

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G2 Sales Engagement Platform Rankings Overview

Fall 2020

Executive Summary

Every quarter, G2 publishes its rankings of the top sales engagement platforms based on verified user reviews. This report summarizes the Fall 2020 rankings that were released on September 23, 2020. You'll learn why Groove is leading the pack, as well as how the top providers are ranked across several criteria, including user satisfaction and G2's proprietary Relationship Index and Momentum Grid®.

Whether you're currently using a sales engagement platform or are looking to implement one, this guide will provide you with unique insights and third-party review data for making an informed decision.

About G2

G2, the world's leading business solution review platform, leverages 1M+ user reviews to drive better purchasing decisions. Business professionals, buyers, investors, and analysts use the site to compare and select the best software and services based on peer reviews and synthesized social data. Every month, more than three million people visit G2's site to gain unique insights.

About the Sales Engagement Software Category

G2 has strict criteria for the 41 solutions that it includes in its Sales Engagement Software category grid. Here is how G2 describes the category in greater detail:

Sales engagement platforms streamline the sales process through integrations with CRM systems, sales communication channels and tools, management of sales messaging and materials, and automation of tasks, messages and workflows. This software enables companies to combine their sales and marketing efforts to create personalized and automated sales journeys; these can include emails, calls, social posts, meetings, and text messages.

By standardizing both messaging and the overall sales experience, teams can report on the effectiveness of specific messaging and tactics while also reducing administrative tasks for sales and customer success representatives. Sales engagement software will integrate with existing sales solutions, such as a team's CRM platform, email software, email tracking software, outbound call tracking software, sales intelligence software or lead intelligence providers, and sales enablement software for collateral management, among others.

To qualify for inclusion in the Sales Engagement category, a product must:

- Be a sales-facing product meant for daily use by sales representatives

- Integrate sales communication channels (email, calls, social, etc.) within one cohesive platform

- Manage standardized sales content such as email templates, call scripts, presentations, social posts, and other marketing materials

- Automate multichannel communication sequences and workflows

- Provide analytics or insights into sales performance

G2 Grid Report for Sales Engagement Platforms

Fall 2020
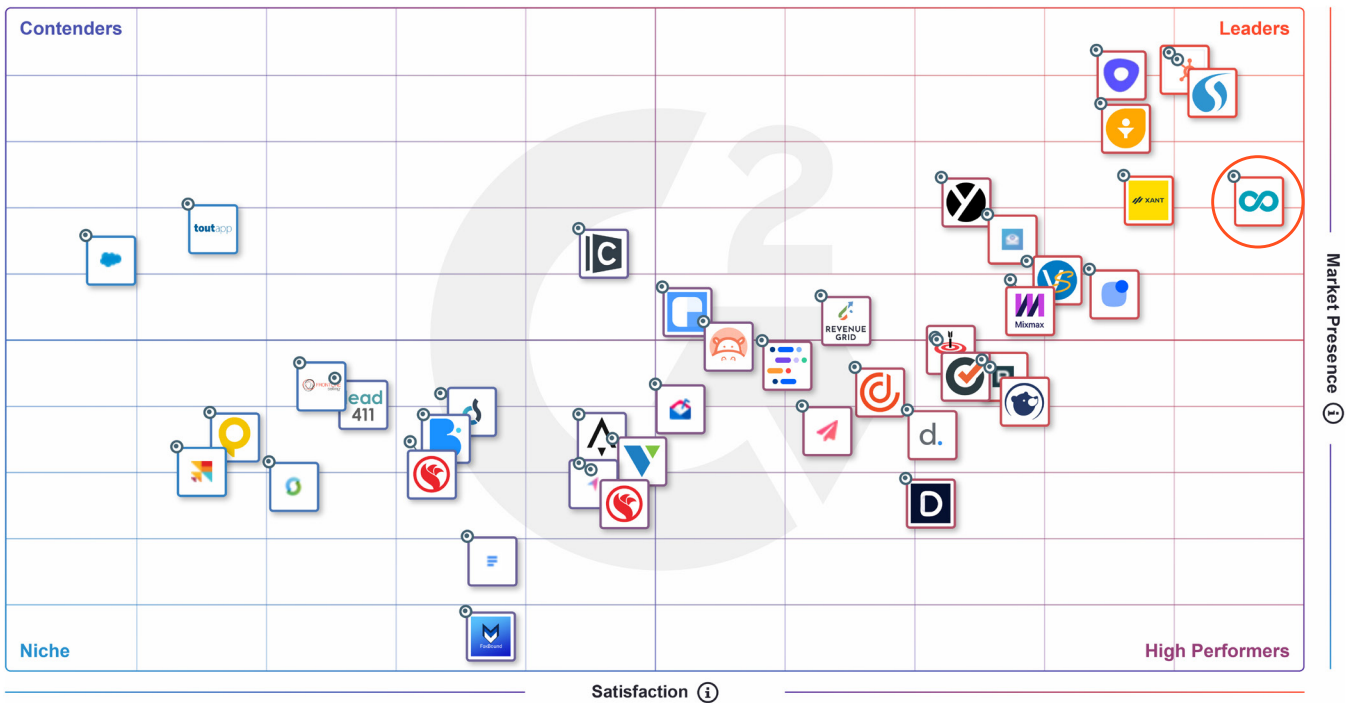
Sales Engagement Platforms Grid Report Description

Products shown on the Grid for Sales Engagement Platforms have received a minimum of 10 reviews/ratings in data gathered by September 02, 2020. Products are ranked by product and customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid.

G2 Sales Engagement Grid Quadrants

Contenters

While Contenders have high market presence scores, their product satisfaction scores are below the category averages.

Market Leaders

Market Leaders have the highest scores for both product satisfaction and market presence. **Groove is #1 in product and customer satisfaction.**

Niche

Niche solutions have low market presence and product satisfaction scores as compared to the rest of the category.

High Performers

While High Performers have high product satisfaction scores, they trail the rest of the category in market presence.

About the Top-Ranked Solution:

groove

★★★★★

4.7 out of **5** stars (992 reviews)

G2 Leader FALL 2020

Groove has been named a Leader based on receiving a high product and customer satisfaction score across 60 attributes spanning product and service satisfaction as well as market presence. Groove received the highest Satisfaction score among all of the products in the Sales Engagement Platforms category. 99% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Groove at a rate of 95%.

Groove is the leading **sales engagement platform** for enterprises using Salesforce, specializing in ease-of-use, ease-of-administration, and cross-team collaboration. Built for the needs of full-cycle sellers, Groove automates non-sales activities so that pre- and post-sales reps can spend more time building relationships and generating revenue. On average, Groove gives revenue teams 20% of their time back to focus on higher-value activities. Groove's Salesforce native architecture ensures more accurate reporting and forecasting, lower compliance risk with global privacy laws, and streamlined administration.

Ownership	**HQ Location**	**Year Founded**	**Company Website**
Groove	San Francisco, CA	2014	www.groove.co

Satisfaction Ratings

Quality of Support
95%
Avg. 92%

Ease of Use
93%
Avg. 91%

Meets Requirements
93%
Avg. 91%

Ease of Admin
93%
Avg. 90%

Ease of Doing Business With
97%
Avg. 93%

Ease of Setup
92%
Avg. 89%

Email Tracking/Automation
97%
Avg. 92%

CRM Integration
96%
Avg. 90%

Task Management
95%
Avg. 90%

Likely to Recommend
95%
Avg. 91%

Product Going in Right Direction
93%
Avg. 89%

G2 Satisfaction Leader Rankings

Groove receives top Satisfaction Ratings when compared to other leading sales engagement platforms.

User Satisfaction

Satisfaction		Product Satisfaction by Category							NPS
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	Net Promoter
groove	**95%**	**93%**	**93%**	**93%**	**97%**	**95%**	**92%**	**93%**	**85**
Outreach	87%	90%	89%	82%	89%	86%	80%	86%	54
SalesLoft	89%	90%	90%	88%	93%	88%	87%	89%	63
Yesware	88%	82%	89%	88%	88%	87%	89%	90%	61

"Grooviest Tool Out There"

"Groove's ease of use is far superior to the competition. I've had the opportunity to use a number of these email automation and cadence tools and could not be more impressed by Groove. I've picked it up and been able to use Groove effectively in no time at all."

Sean F., Account Executive, Datadog

G2 Relationship Index Leader Rankings

Groove also received the highest G2 Relationship Index score, which is calculated by assessing scores across user satisfaction, ease of doing business with, quality of support, and likelihood to recommend the product.

	Ease of Business	Likely to Recommend	Quality of Support	Other Factors	SCORE
Groove					9.66
SalesLoft					9.18
Outreach					8.92
Yesware					8.83
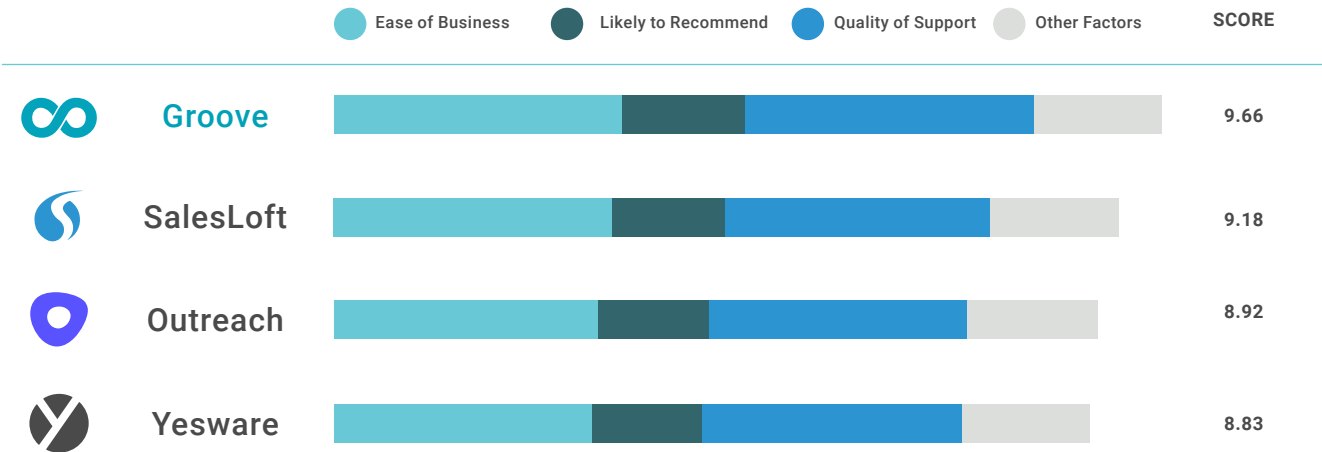
About G2's Relationship Index Score

A product's Relationship score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of relationship-related review questions.

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"Groove is the best tool on the market to operationalize engagement."

"After a lengthy review of multiple vendors, we selected Groove for the intuitive user experience, easy integration with Salesforce, and enterprise-level of control and visibility."
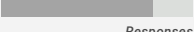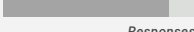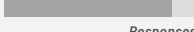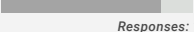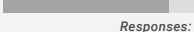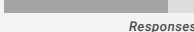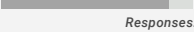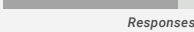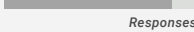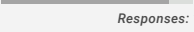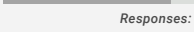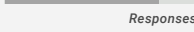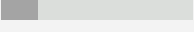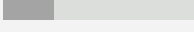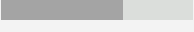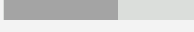
Heather D., Sales Development Leader, EVERFI

Ranking Top 4 Sales Engagement Platforms

Capabilities and Reviewer's Company Size
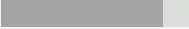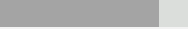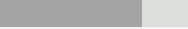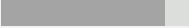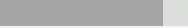
The tables over the next three pages outline how Groove compares to its top competitors across 25+ categories. Groove received the highest product ratings across all categories in G2's sales engagement platform rankings. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for their ease of doing business with, quality of customer support, email tracking/automation and CRM integration.

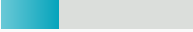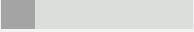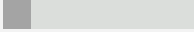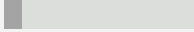|	Groove 1,018 reviews	Outreach 1,867 reviews	SalesLoft 1,984 reviews	Yesware 690 reviews
Capabilities				
Meets Requirements	9.2 Responses: 853	8.8 Responses: 1629	8.8 Responses: 1578	8.7 Responses: 626
Ease of Use	9.2 Responses: 847	8.3 Responses: 1633	8.7 Responses: 1581	8.8 Responses: 631
Ease of Setup	9.1 Responses: 168	7.6 Responses: 480	8.5 Responses: 419	8.9 Responses: 145
Ease of Admin	9.1 Responses: 164	7.9 Responses: 478	8.6 Responses: 421	8.7 Responses: 143
Quality of Support	9.4 Responses: 759	8.3 Responses: 1497	8.6 Responses: 1445	8.5 Responses: 500
Ease of Doing Business With	9.6 Responses: 160	8.7 Responses: 467	9.1 Responses: 412	8.7 Responses: 138
Product Direction (% positive)	9.2 Responses: 824	8.7 Responses: 1617	8.7 Responses: 1565	8.0 Responses: 633
Reviewers' Company Size				
Small-Business (50 or fewer emp.)	14.8%	18.8%	26.4%	43.0%
Mid-Market (51 – 1,000 emp.)	55.5%	63.5%	59.3%	48.0%
Enterprise (> 1,000 emp.)	29.7%	17.7%	14.2%	9.0%

Ranking Top 4 Sales Engagement Platforms

Integrated Workflows and Analytics
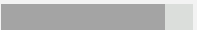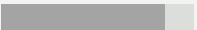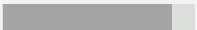
Groove's support for integrated workflows across email, outbound calling, and SMS gives users the flexibility to engage contacts with coordinated and relevant communications. Unlike other sales engagement platforms that sync CRM data to internal databases, Groove's native integration with Salesforce eliminates sync errors and data latency.

Features	Groove	Outreach	SalesLoft	Yesware
Integrated Workflows				
Task Management	9.4 Responses: 311	8.8 Responses: 550	8.7 Responses: 661	7.9 Responses: 77
Email Tracking/ Automation	9.6 Responses: 419	9.1 Responses: 581	9.1 Responses: 723	9.2 Responses: 120
Calls and Voice	9.1 Responses: 239	8.5 Responses: 453	8.5 Responses: 637	*Feature not Available*
Other Outreach Options	9.2 Responses: 228	8.4 Responses: 438	8.3 Responses: 550	7.5 Responses: 48
CRM Integration	9.5 Responses: 388	8.5 Responses: 550	8.8 Responses: 703	8.6 Responses: 82
Analytics				
Open Rates	9.3 Responses: 526	8.9 Responses: 858	8.5 Responses: 1055	8.8 Responses: 296
Link Activity	9.3 Responses: 518	8.5 Responses: 814	8.5 Responses: 1017	8.5 Responses: 279
Attachment Activity	9.1 Responses: 474	*Feature not Available*	8.2 Responses: 871	8.4 Responses: 258

Ranking Top 4 Sales Engagement Platforms

Repeatability, Reportability, and Customization

Groove's integration with Gmail and Microsoft Office 365 allows users to access all of Groove's features from within the applications that they use everyday. Groove's native Salesforce integration enables users to update custom fields and objects directly from their inbox. This approach ensures that Salesforce data is current and up-to-date, which improves sales communications and outcomes while helping to ensure accurate forecasting.

Features	Groove	Outreach	SalesLoft	Yesware
Repeatability & Reportability				
Content Management	9.3	8.5	8.7	8.5
	Responses: 305	Responses: 468	Responses: 623	Responses: 79
Workflow Management	9.3	8.7	8.8	8.4
	Responses: 353	Responses: 523	Responses: 674	Responses: 77
Workflow Performance	9.3	8.6	8.8	8.5
	Responses: 344	Responses: 510	Responses: 583	Responses: 78
Customizations				
Email Platform Integration	9.5	8.9	8.8	8.7
	Responses: 562	Responses: 832	Responses: 1023	Responses: 259
Email Scheduling	9.5	8.9	9.1	8.7
	Responses: 541	Responses: 854	Responses: 1004	Responses: 264
Notifications	9.4	8.5	8.7	8.7
	Responses: 544	Responses: 849	Responses: 1017	Responses: 283
Email Categorization	9.4	8.5	8.5	8.8
	Responses: 421	Responses: 564	Responses: 866	Responses: 106
Templates	9.3	9.1	9.0	8.5
	Responses: 555	Responses: 863	Responses: 1021	Responses: 270

Verified User Reviews from G2

∞

"Groove has changed my business!"

"With all of the prospecting that we do, logging our information is the last thing that we want to be worried about. We want to be efficient with our time and logging information does not convert to deals. However, Groove has made logging information so much easier."

Whitney L., VP of Corporate Card, Capital One

∞

"Groove is awesome! It makes my life so much easier."

"In a past life I managed a Business Development team, and when I say I've tried EVERY outreach tool, I mean it! There's a sweet spot in these tools between being user friendly so everyone can take advantage of it and is powerful enough to manage integrations with the CRM on the back end. Groove fits into that sweet spot perfectly."

Danielle C., Enterprise Inside Account Executive, Miro

∞

"I can engage accounts at pace while remaining relevant and personalized."

"Deep dive analytics enables me to identify which accounts are most likely to engage and which accounts require more effort to create engagement. Ultimately, Groove dramatically boosts my efficiency and enables me to do more in less time."

Arnaud K., Regional Account Director, Stack Overflow

Lingotek Drives $3 Million in Pipeline in 90 Day

Lingotek's technology-driven translation services enable many of the largest and most innovative companies in the world to effectively manage their global content. In order to better support and grow its client base, Lingotek implemented Groove as a central pillar of its revenue operations strategy.

With Groove, Lingotek has one integrated platform to support all of its revenue functions, including SDRs, account executives, and customer care teams. With Groove's automated flows, Lingotek has been able to significantly scale its sales development efforts, increase meetings set by 2X, and ensure immediate follow-up with inbound leads.

Big Wins

Generated $3M in pipeline in 90 days

2X increase in meetings set

Increased AE outbounding volume by 10X

Increased customer retention from 85% to 94%

In the first 90 days of rolling Groove out to its AEs, Lingotek generated $3 million in pipeline from a double-digit increase in meetings set. Lingotek's AEs are also using Groove's automation and analytics to go broader and deeper with target accounts and have increased outbounding by 10X.

About Lingotek

Founded in 2006, Lingotek is a technology-driven translation services company that provides the largest and most innovative companies in the world with translation management software and professional linguistic services that enable them to push multilingual content to all of their global markets.

Lingotek.com

Headquarters
Lehi, UT

Industry
Technology

Type
B2B

Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 41 Sales Engagement Software providers on G2 for over two years in a row. As the only sales engagement platform that was built specifically for full-cycle sellers, Groove's powerful and flexible platform is optimized for ease-of-use, advanced activity capture, and cross-team collaboration.

Key Capabilities

- Email and calendar syncing, online meeting scheduler, and custom data collection
- Automated multi-step communication flows and analytics
- Cross-team collaboration and best practice sharing
- Automatic dialing, SMS, call-logging, and voicemail drop
- Activity logging, call stats, account-based engagement
- Native Salesforce integration eliminates data latency and ensures accurate reporting

Ready to experience Groove for yourself?

REQUEST A DEMO

About Groove

Groove is the leading **sales engagement platform** for enterprises using Salesforce, specializing in ease-of-use, ease-of-administration, and cross-team collaboration. Built for the needs of full-cycle sellers, Groove automates non-sales activities so that pre- and post-sales reps can spend more time building relationships and generating revenue. On average, Groove gives revenue teams 20% of their time back to focus on higher-value activities. Groove's Salesforce-native architecture ensures more accurate reporting and forecasting, lower compliance risk with global privacy laws, and streamlined administration.

Over 50,000 account executive, sales development, and customer success representatives use Groove at some of the world's largest and fastest-growing companies, including Google, Uber, BBVA, and Capital One. Groove has earned the **highest customer satisfaction rating on G2** in the sales engagement category for over two years in a row.

Groove was named one of Inc. Magazine's Best Workplaces 2020 and is one of the 2020 Inc. 5000 fastest-growing privately held companies in the U.S. Groove also ranks #14 on the San Francisco Business Times' "fastest-growing private companies in the Bay Area in 2019." Founded in 2014, Groove is headquartered in San Francisco with offices in San Diego and Seattle. To learn more, visit **groove.co**.