



Summer 2022

# G2 Sales Engagement Software Report

**groove**

## Table of Contents

G2 Sales Engagement Platform Rankings Overview .....	03
About the Sales Engagement Software Category.....	04
G2 Enterprise Grid Report for Sales Engagement Software .....	05
About the Top-Ranked Solution: Groove.....	06
G2 Satisfaction Leader Rankings .....	07
G2 Relationship Index Leader Rankings.....	08
Ranking of Top Four Sales Engagement Platforms .....	09
<i>Capabilities and Reviewer's Company Size</i> .....	09
<i>Integrated Workflows and Analytics</i> .....	10
<i>Repeatability, Reportability, and Customization</i> .....	11
Featured Case Study: Brooksource .....	13
Groove Overview .....	14

SUMMER 2022

# G2 Sales Engagement Platform Rankings Overview

## Executive Summary

Every quarter, G2 publishes its rankings of the top sales engagement platforms based on verified user reviews. This report summarizes the Summer 2022 rankings that were released on June 22, 2022. 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 Grid® Report.

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

## About G2

G2, the world's leading business solution review platform, leverages 1.5M+ 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 five million people visit G2's site to gain unique insights.

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## About the Sales Engagement Software Category

G2 has strict criteria for the 78 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

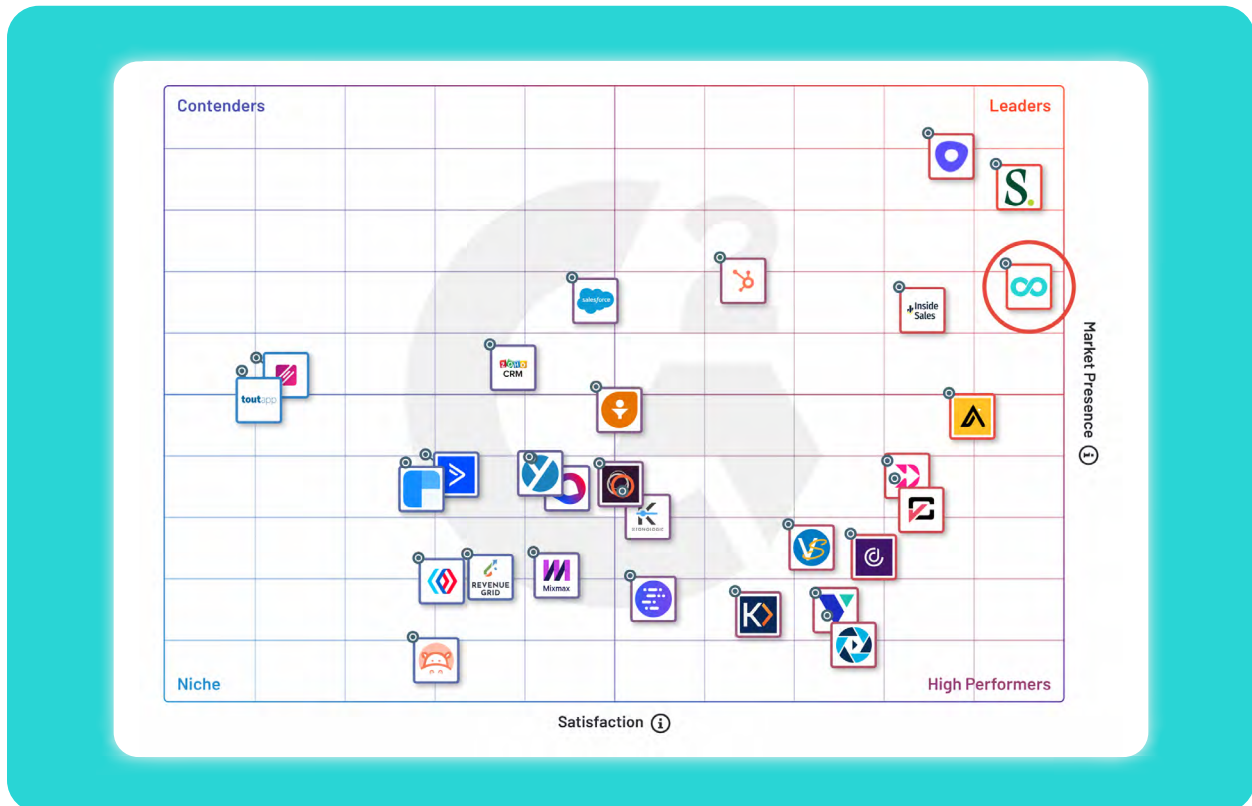
By standardizing both messaging and the overall sales experience, teams can report on the effectiveness of specific messaging and tactics while also reducing administrative tasks for sales and customer success representatives. Sales engagement software will integrate with existing sales solutions, such 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

## Enterprise Grid® for Sales Engagement Platforms

G2's Enterprise Grid for Sales Engagement ranks platforms by product and customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and places them into four categories.



### G2 Sales Engagement Grid Quadrants

#### Contenders

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.

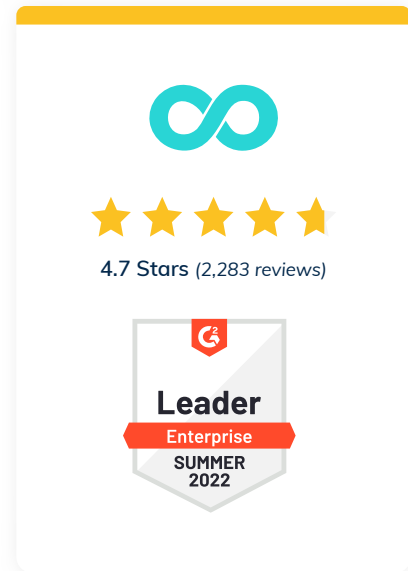
#### High Performers

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

# About the Top-Ranked Solution: Groove

Groove has been named the Leader in the Enterprise Grid based on receiving a high Product and Customer Satisfaction score across more than 100 attributes spanning Product and Service Satisfaction as well as Market Presence. Groove received the highest Satisfaction score among all of the products in the Enterprise Sales Engagement Platforms category, with 98% of users rating it 4 or 5 stars. Groove was also rated 97% for ease of doing business and 95% for likelihood to recommend.

Groove is the leading sales engagement platform for enterprises using Salesforce. Built for relationship-based sellers, Groove increases rep productivity, drives Salesforce adoption, and provides revenue leaders with key insights to grow their business. Groove's Salesforce-native architecture provides the most advanced activity capture in the industry, resulting in more accurate reporting, lowered compliance risk, and streamlined administration. On average, Groove gives reps 20% of their week back to focus on high-value activities.



**Ownership**  
Groove



**HQ Location**  
San Francisco, CA

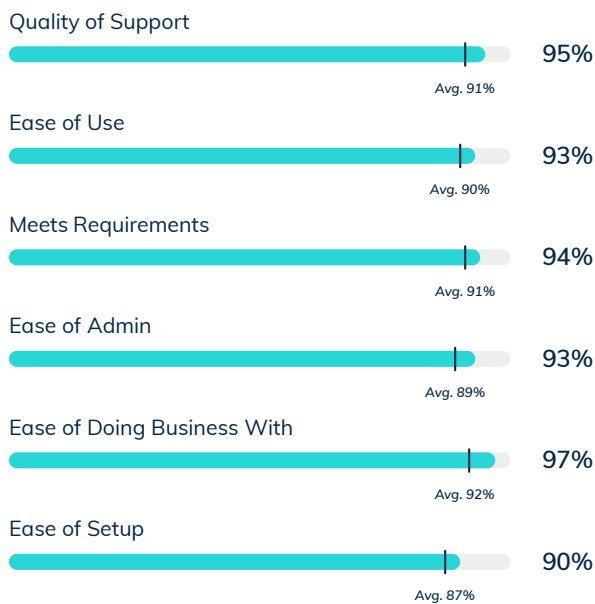


**Year Founded**  
2014

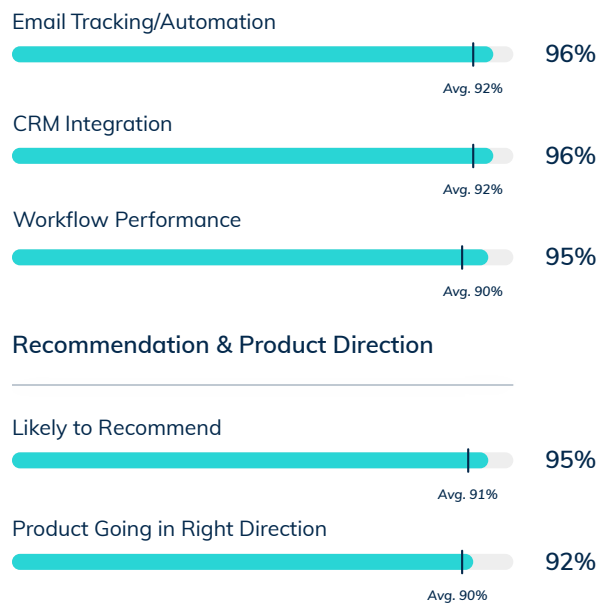


**Website**  
groove.co

## Satisfaction Ratings



## Highest-Rated Features



# G2 Satisfaction Leader Rankings

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

	Overall	Likely to Recommended	Meets Reqs.	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use
Groove	96%	95%	94%	93%	97%	95%	90%	93%
Outreach	87%	89%	91%	82%	90%	89%	81%	87%
Salesloft	95%	93%	93%	90%	96%	91%	89%	92%
Salesforce Sales Engagement	45%	84%	89%	96%	93%	84%	95%	85%



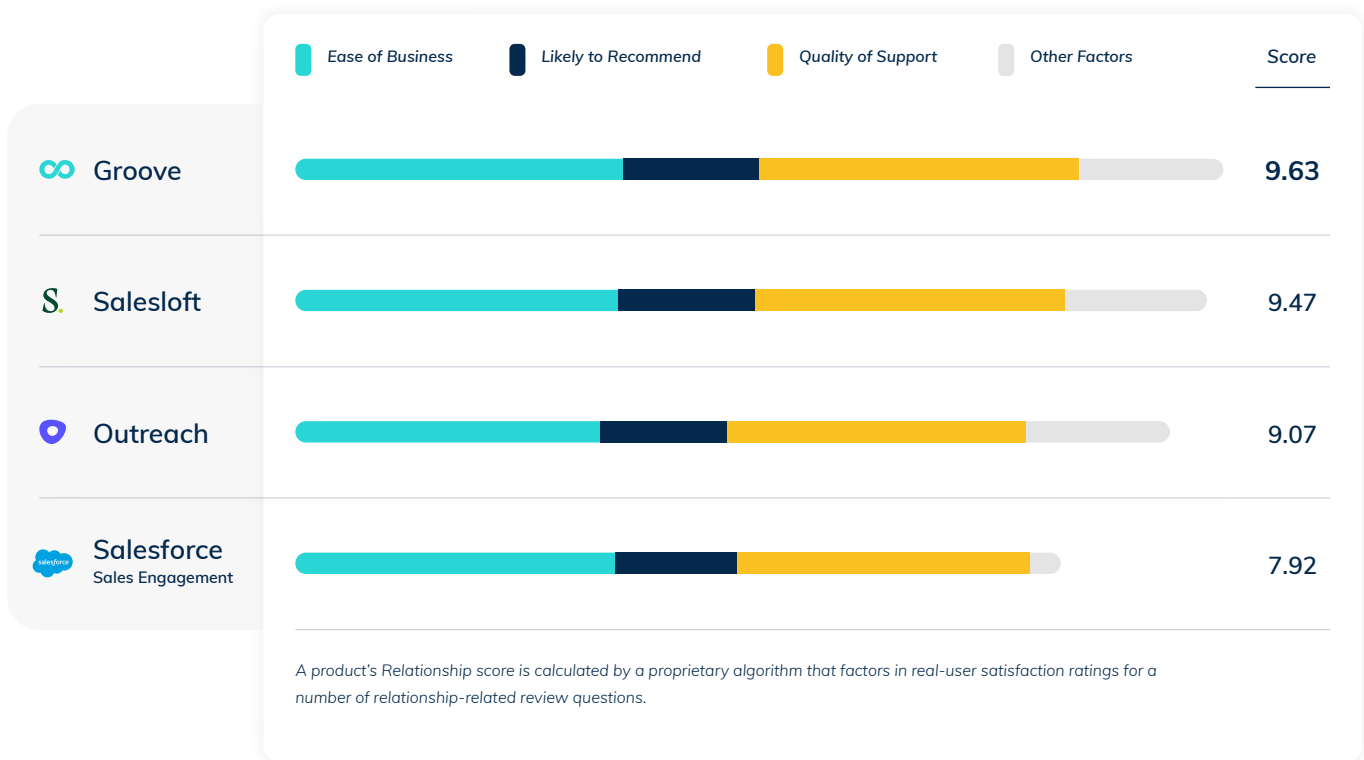
## Groove is the best platform for Sales

The flows are amazing, the integration with Salesforce, the integration with Sales Navigator, it's simple to use and to work. I've had a productivity increase, without a doubt!

Naiara C. | Account Executive, Uber

# G2 Relationship Index: Enterprise Leader Rankings

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



## Great tool to expedite outreach!

With Groove, what used to take me hours to complete, now takes minutes! This has dramatically increased my productivity, and my work-life balance.












Leann M. | Senior Customer Success Consultant, Turnitin



# Ranking of 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. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for its ease of doing business with, quality of customer support, email tracking/automation, and CRM integration.

	 <b>Groove</b> 2,283 reviews	 <b>Outreach</b> 2,953 reviews	 <b>Salesloft</b> 3,023 reviews	 <b>Salesforce</b> Sales Engagement 119 reviews
<b>Capabilities</b>				
Meets Requirements	9.2  Responses: 1657	8.7 Responses: 2243	8.9 Responses: 2370	8.2 Responses: 64
Ease of Use	9.2  Responses: 1659	8.3 Responses: 2248	8.8 Responses: 2386	7.9 Responses: 64
Ease of Setup	9.1  Responses: 264	7.5 Responses: 663	8.5 Responses: 609	7.8 Responses: 23
Ease of Admin	9.1  Responses: 259	7.8 Responses: 669	8.6 Responses: 619	8.3 Responses: 25
Quality of Support	9.4  Responses: 1470	8.3 Responses: 2043	8.7 Responses: 2191	7.6 Responses: 56
Ease of Doing Business With	9.6  Responses: 252	8.5 Responses: 656	9.1 Responses: 611	8.3 Responses: 23
Product Direction (% positive)	9.1  Responses: 1501	8.5 Responses: 2081	8.8 Responses: 2199	7.6 Responses: 59
<b>Reviewers' Company Size</b>				
Enterprise (1,000+ employees)	30.6% 	20.8%	15.1%	34.6%
Mid-Market (51 – 999 employees)	56.4% 	60.4%	59.1%	38.5%
Small-Business (50 or fewer employees)	13.1% 	18.8%	25.8%	26.9%

# Ranking of 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.

				
Integrated Workflows	Groove	Outreach	Salesloft	Salesforce Sales Engagement
Task Management	9.2  Responses: 595	8.7  Responses: 795	8.8  Responses: 999	8.9  Responses: 25
Email Tracking/Automation	9.5  Responses: 758	9.1  Responses: 841	9.2  Responses: 1102	8.9  Responses: 24
Calls & Voice	9.0  Responses: 479	8.4  Responses: 660	8.6  Responses: 971	9.0  Responses: 20
Other Outreach Options	9.1  Responses: 437	8.3  Responses: 610	8.4  Responses: 839	7.7  Responses: 18
CRM Integration	9.5  Responses: 692	8.5  Responses: 793	8.8  Responses: 1068	9.1  Responses: 22
Calendar	9.2  Responses: 256	8.8  Responses: 202	8.9  Responses: 253	9.0  Responses: 5
Shared Records	8.9  Responses: 159	8.4  Responses: 164	8.8  Responses: 192	Feature Not Available
Analytics for Email Tracking				
Open Rates	9.3  Responses: 1009	8.9  Responses: 1164	8.7  Responses: 1428	Not Enough Data Available
Link Activity	9.2  Responses: 994	8.5  Responses: 1107	8.6  Responses: 1383	Not Enough Data Available
Attachment Activity	9.2  Responses: 919	Feature Not Available	8.4  Responses: 1202	Not Enough Data Available

# Ranking of Top 4 Sales Engagement Platforms

## Repeatability, Reportability, and Customization

Groove's Google Workspace and Microsoft Office 365 integration lets users access every feature from within the tools they use every day. Native Salesforce integration enables users to update custom fields and objects directly from their inbox. This approach keeps Salesforce data current, increases forecasting accuracy, and improves sales communications and outcomes.

	 Groove	 Outreach	 Salesloft	 Salesforce Sales Engagement
Repeatability & Reportability				
Content Management	9.2 Responses: 561	8.5 Responses: 677	8.8 Responses: 947	9.1 Responses: 24
Workflow Management	9.3 Responses: 643	8.6 Responses: 745	8.9 Responses: 1032	8.9 Responses: 23
Workflow Performance	9.2 Responses: 606	8.5 Responses: 727	8.8 Responses: 1015	9.0 Responses: 27
Sales Coaching & Insights	9.0 Responses: 406	8.0 Responses: 587	8.5 Responses: 816	8.2 Responses: 25
Gamification	8.8 Responses: 144	7.5 Responses: 145	8.3 Responses: 203	Feature Not Available
Customizations / Email Tracking				
Email Platform Integration	9.4 Responses: 1063	8.9 Responses: 1138	9.0 Responses: 1376	Not Enough Data Available
Email Scheduling	9.4 Responses: 1015	8.9 Responses: 1158	9.1 Responses: 1363	Not Enough Data Available
Notifications	9.3 Responses: 1018	8.6 Responses: 1139	8.9 Responses: 1359	Not Enough Data Available
Email Categorization	9.3 Responses: 807	8.4 Responses: 810	8.7 Responses: 1160	Not Enough Data Available
Templates	9.3 Responses: 1065	9.0 Responses: 1179	9.1 Responses: 1383	Not Enough Data Available



**Groove is the best.**

I love the automation between Salesforce and Groove. I love being able to update a call disposition and have all sorts of triggers happen in the backend to ensure that my leads are getting updated.

Allan M., Senior Account Executive, Weave



**Groove is a simple yet brilliantly effective tool I cannot go without.**

Groove offers so many cool features, an easy-to-use template setup, and email check-ins. I cannot imagine a life without Groove because it's not only practical, but it also simplifies and organizes my work email so effectively.

Nasreen M., Admissions Counselor, 2U



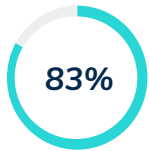
**Great sales engagement tool & support.**

I have no regrets about choosing Groove as our sales engagement tool! The native aspect of Groove ensures that our reporting is easy and accurate - to me, there is no comparison there.

Jeanette W., Customer Care Representative, Owl Labs

FEATURED CASE STUDY: BROOKSOURCE

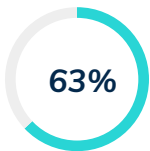
## Brooksource increases revenue per rep by 83% with Groove



increase in revenue per rep



revenue growth in first quarter of using Groove



average quota performance increase

Brooksource is a national IT staffing firm that provides its customers with the IT hiring, recruiting, and staffing resources they need to deliver on their technology initiatives. When you have more than a hundred full-cycle reps spread out across dozens of locations and multiple brands, maximizing productivity and collaboration is a top priority.

Brooksource had been relying on a sales engagement platform to support its sales team, but they struggled with low adoption and limited visibility into rep performance. Moreover, reps found the tool to be unintuitive, ineffective, and rigid. After evaluating the top three sales engagement platforms, Brooksource discovered that Groove was the only one that was optimized for the needs of full-cycle sellers. Not only did Groove have a flexible and easy-to-use platform to aid with adoption, it also had the collaboration and reporting capabilities it needed to improve rep performance and visibility.

After implementing Groove, Brooksource achieved 98% adoption. More importantly, it boosted overall revenue growth by 20% in the first quarter of using Groove and has since increased net-revenue per rep by 83%. Brooksource's reps are happy too. On average, sellers have increased their quota performance by 63% since switching to Groove.

“ Since rolling out Groove, we've seen the average production, or gross margin, of our reps increase by 83% from our last full quarter with our previous solution.

– Mitch Thomas, Sales Enablement Manager, Brooksource



## Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 29 enterprise Sales Engagement Software providers on G2 for more than three 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
- Conversation intelligence, revenue intelligence, and AI-driven insights
- Activity logging, call stats, account-based engagement
- Native Salesforce integration eliminates data latency and ensures accurate reporting

Ready to experience Groove?

[Request a Demo](#)

### About Groove

Groove is a sales productivity platform that enables revenue leaders to boost revenue-per-rep across every division of the enterprise. Groove automates administrative tasks and makes Salesforce easy to access and update from everywhere a seller works – in the office, at home, or on the road. Whether it's creating repeatable playbooks or using AI to synthesize complex data into actionable insights, Groove empowers sellers to operate at peak performance.

More than 70,000 users at customers including Google, Atlassian, Uber, and Capital One leverage Groove to be more efficient and effective. Groove has ranked #1 in enterprise customer satisfaction on G2 for over three consecutive years and has been named one of the Inc. 5000 fastest-growing privately held companies in the U.S. since 2020.

[Learn More](#)