



Summer 2023

# G2 Sales Engagement Software Report

**groove**



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# 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 2023 rankings that were released on June 14, 2023. 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 88 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.

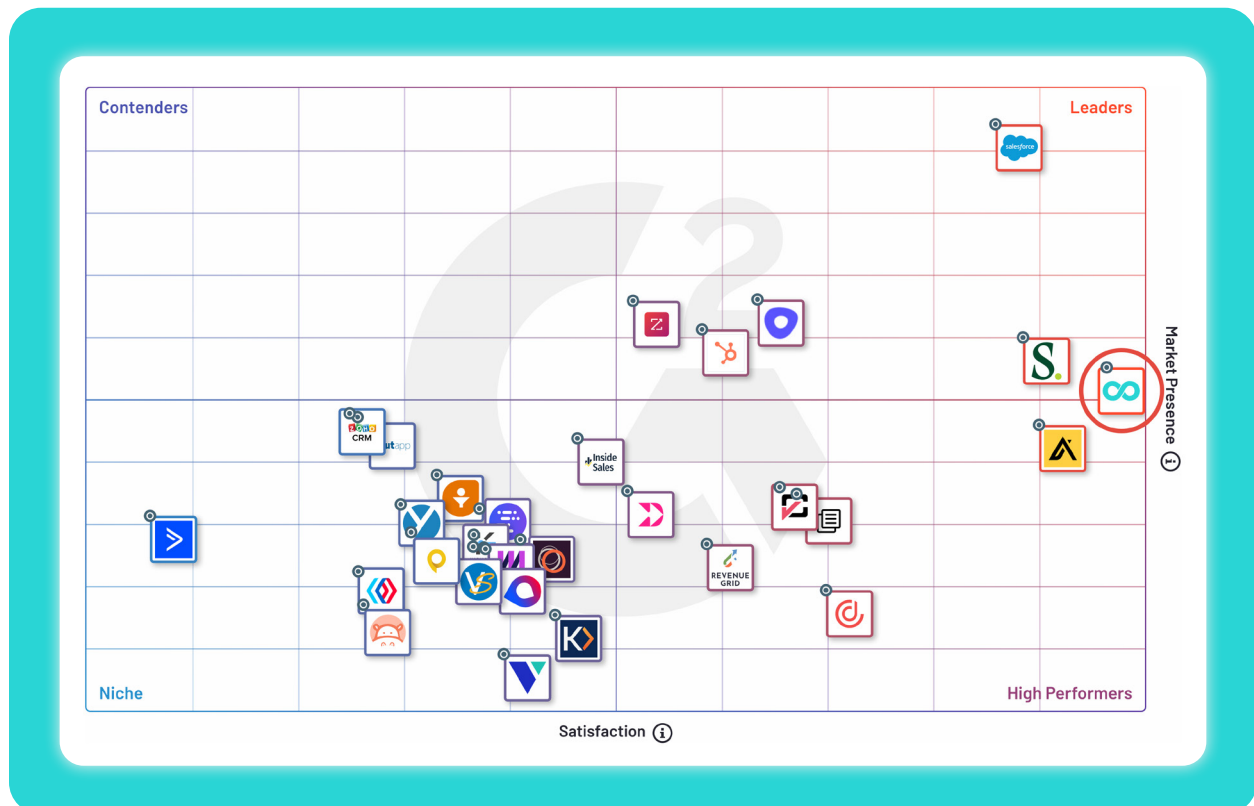
To qualify for inclusion in the Sales Engagement category, a product must:

- 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 Enterprise Grid Report for Sales Engagement Platforms

## 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

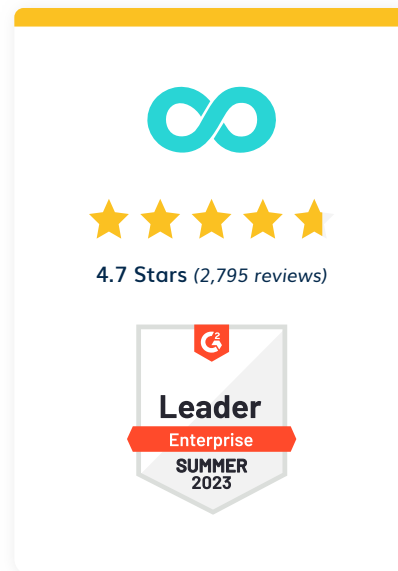
While High Performers have high product satisfaction scores, they trail the rest of the category in market presence.

# 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 a market-leading sales engagement platform that enables sales leaders to execute their strategy in a smart, adaptive way. With Groove, revenue leaders can use automation to do more with less, driving greater efficiency and effectiveness across the customer lifecycle.

The only Salesforce-native sales engagement platform built for 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.



**Ownership**  
Groove



**HQ Location**  
San Francisco, CA



**Year Founded**  
2014



**Website**  
groove.co

## Satisfaction Ratings

Quality of Support



Ease of Use



Meets Requirements



Ease of Admin



Ease of Doing Business With



Ease of Setup



## Highest-Rated Features

Email Tracking/Automation



CRM Integration



Workflow Performance



## Recommendation & Product Direction

Likely to Recommend







Product Going in Right Direction



## G2 Satisfaction Leader Rankings

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

	Overall	Likely to Recommend	Meets Reqs.	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use
 Groove	99%	95%	94%	93%	97%	95%	91%	94%
 Outreach	64%	88%	90%	81%	89%	89%	80%	87%
 Salesloft	91%	93%	92%	90%	96%	91%	90%	92%
 Salesforce Sales Engagement	88%	88%	91%	90%	91%	88%	88%	87%



### Life Changer - Time Saver

In my role, Groove Flows saves me hours of my time at work where I can focus on other tasks to improve efficiency. I am much more productive in my role due to the time saving, and with Groove Flows, I am confident that my clients are taken care of.

Paula D. | Workplace Specialist, 2U

# 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.



“

## On The Groove To a Groovy Life

Groove is already perfect. It has been integrated into Salesforce flawlessly. It automatically logs my activities into my client's profile account, so I won't have to do it manually, saving me more time to complete other tasks.

Shellamae V. | Account Executive, Uber Eats



# Ranking 4 Top 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.

				
Capabilities	Groove 2,798 reviews	Outreach 3,149 reviews	Salesloft 3,626 reviews	Salesforce Sales Engagement 14,574 reviews
Meets Requirements	9.2 Responses: 2038	8.7 Responses: 2375	8.9 Responses: 2821	8.7 Responses: 11177
Ease of Use	9.2 Responses: 2046	8.3 Responses: 2382	8.8 Responses: 2846	7.9 Responses: 11230
Ease of Setup	9.1 Responses: 310	7.5 Responses: 696	8.5 Responses: 677	7.3 Responses: 3275
Ease of Admin	9.1 Responses: 304	7.8 Responses: 701	8.6 Responses: 689	7.8 Responses: 3311
Quality of Support	9.4 Responses: 1816	8.3 Responses: 2163	8.7 Responses: 2578	8.0 Responses: 9650
Ease of Doing Business With	9.6 Responses: 297	8.5 Responses: 688	9.0 Responses: 680	8.2 Responses: 3286
Product Direction (% positive)	9.2 Responses: 1866	8.5 Responses: 2196	8.8 Responses: 2719	8.1 Responses: 10878
Reviewers' Company Size				
Enterprise (1,000+ employees)	33.5%	21.2%	18.3%	30.4%
Mid-Market (51 – 999 employees)	53.9%	60.2%	57.5%	45.9%
Small-Business (50 or fewer employees)	12.6%	18.5%	24.2%	23.7%

# Ranking 4 Top Sales Engagement Platforms

## Integrated Workflows and Analytics

Groove's support for integrated workflows across email, outbound calling, LinkedIn, 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.

				
	Groove	Outreach	Salesloft	Salesforce Sales Engagement
Integrated Workflows				
Task Management	9.2  Responses: 721	8.8  Responses: 833	8.8  Responses: 1199	9.0  Responses: 150
Email Tracking/ Automation	9.5  Responses: 911	9.1  Responses: 881	9.2  Responses: 1324	8.9  Responses: 143
Calls & Voice	9.0  Responses: 585	8.5  Responses: 696	8.6  Responses: 1165	9.0  Responses: 108
Other Outreach Options	9.1  Responses: 546	8.4  Responses: 637	8.4  Responses: 1020	8.7  Responses: 105
CRM Integration	9.5  Responses: 830	8.5  Responses: 831	8.8  Responses: 1277	9.2  Responses: 144
Calendar	9.3  Responses: 385	8.8  Responses: 236	8.8  Responses: 444	9.1  Responses: 106
Shared Records	9.0  Responses: 265	8.5  Responses: 190	8.7  Responses: 365	9.1  Responses: 116
Analytics for Email Tracking				
Open Rates	9.3  Responses: 1262	8.9  Responses: 1234	8.7  Responses: 1710	8.7  Responses: 142
Link Activity	9.2  Responses: 1262	8.5  Responses: 1179	8.7  Responses: 1659	8.8  Responses: 149
Attachment Activity	9.2  Responses: 1169	Feature Not Available	8.4  Responses: 1456	8.8  Responses: 154

# Ranking 4 Top 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 and calendar events. 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: 660	8.5 Responses: 703	8.8 Responses: 1116	9.0 Responses: 128
Workflow Management	9.3 Responses: 766	8.7 Responses: 778	8.9 Responses: 1230	9.1 Responses: 138
Workflow Performance	9.2 Responses: 722	8.5 Responses: 759	8.9 Responses: 1205	9.0 Responses: 136
Sales Coaching & Insights	9.0 Responses: 499	8.0 Responses: 613	8.5 Responses: 972	8.7 Responses: 121
Gamification	8.9 Responses: 220	7.6 Responses: 167	8.2 Responses: 312	8.5 Responses: 76
Customizations / Email Tracking				
Email Platform Integration	9.4 Responses: 1334	8.9 Responses: 1209	9.0 Responses: 1659	9.0 Responses: 184
Email Scheduling	9.4 Responses: 1283	8.9 Responses: 1232	9.1 Responses: 1648	9.1 Responses: 162
Notifications	9.3 Responses: 1278	8.6 Responses: 1211	8.9 Responses: 1652	8.8 Responses: 175
Email Categorization	9.3 Responses: 1026	8.5 Responses: 866	8.6 Responses: 1390	8.8 Responses: 135
Templates	9.3 Responses: 1332	9.0 Responses: 1249	9.1 Responses: 1668	8.7 Responses: 162



### **Groove Changed The Game**

Groove helps you hit a ton of prospects quickly and easily.

It's simple to set it up and emails sound organic and individual. Groove is helping me set meetings with clients faster and more efficiently. It's the #1 sales tool I use.

Kate C., Brand Partnerships, iHeartMedia



### **Great partnership and implementation**

We have seen many activities getting logged to Salesforce compared to before using Groove. We have doubled the number of activities logged in Salesforce in 2 quarters of Groove usage.

Stephen C., Manager Salesforce Platform, Omnicell



### **Game Changer**

The most helpful thing about Groove is that my team and I can all learn from each other and grow our prospecting. We can analyze the most impactful flows, steps, and templates and replicate them. It's also really easy to A-B test, and, as a director, I have clear visibility.

Calum H., Commercial Director, Eventbrite

## FEATURED CASE STUDY

# Tenable scales by forging operational alignment across global revenue team

## The Highlights

Founded in 2002, Tenable is the leading provider of cybersecurity solutions to the Fortune 500 and more than 30,000 organizations around the globe. Over the past two decades, Tenable has scaled its sales and customer success teams to hundreds of reps worldwide, which created a number of operational challenges. Tenable needed to find a way to track activity from lead to post-sales, so they could see what was working and what wasn't. Additionally, sales engagement is led by marketing at Tenable, but they didn't have the visibility or control to ensure sales alignment and follow-through. Management also had limited visibility into sales activities.

“ The hours and hours that Groove saves our reps every day easily adds up to millions of dollars in efficiency gains.

– Matthew Mullin, Sr. Director of Global Marketing Operations & Technology, Tenable

Tenable solved all of these challenges and more with Groove. Tenable quickly rolled out Groove to all of its revenue and account teams and even won over experienced enterprise reps. Thanks to Groove's ease of use, advanced activity capture, and collaboration capabilities, Tenable gained visibility into its reps' activities and achieved sales and marketing alignment – all while improving overall productivity and pipeline generation.

## Big Wins



**Millions**

of dollars saved  
from efficiency gains



**30%**

increase in  
productivity



**40%**

increase in  
Lead and Contact  
pipeline coverage



**1,000,000+**

Flow steps  
per year





## Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 30 enterprise Sales Engagement Software providers on G2 for more than four 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 market-leading sales engagement platform that enables sales leaders to execute their strategy in a smart, adaptive way. With Groove, revenue leaders can use automation to do more with less, driving greater efficiency and effectiveness across the customer lifecycle.

Groove enables more than 75,000 users at ADP, Google, Uber, iHeartMedia, Capital One, and other large enterprises to be more efficient and effective. Groove has ranked #1 in enterprise customer satisfaction on G2 for four consecutive years and has been named one of the Inc. 5000 fastest-growing privately held companies in the U.S. since 2020.

[Learn More](#)