



Fall 2021

# G2 Sales Engagement Software Report

**groove**



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# G2 Sales Engagement Platform Rankings Overview

Fall 2021

## Executive Summary

Every quarter, G2 publishes its rankings of the top sales engagement platforms based on verified user reviews. This report summarizes the Fall 2021 rankings that were released on September 7, 2021. 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 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 five million people visit G2's site to gain unique insights.

# About the Sales Engagement Software Category

G2 has strict criteria for the 59 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.

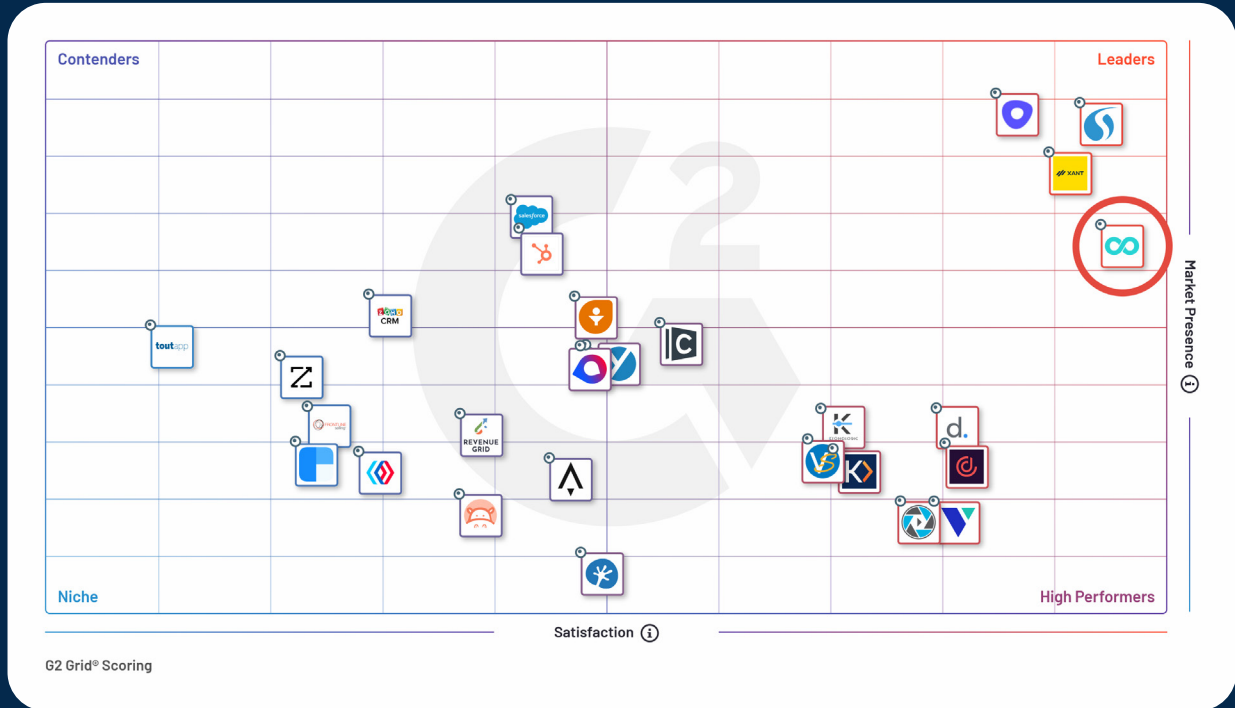
By standardizing both messaging and the overall sales experience, teams can report on the effectiveness of specific messaging and tactics while also reducing administrative tasks for sales and customer success representatives. Sales engagement software will integrate with existing sales solutions, such 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 2021



## 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

#### 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:



★★★★★  
4.7 out of 5 stars (1,672 reviews)



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 94%.

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

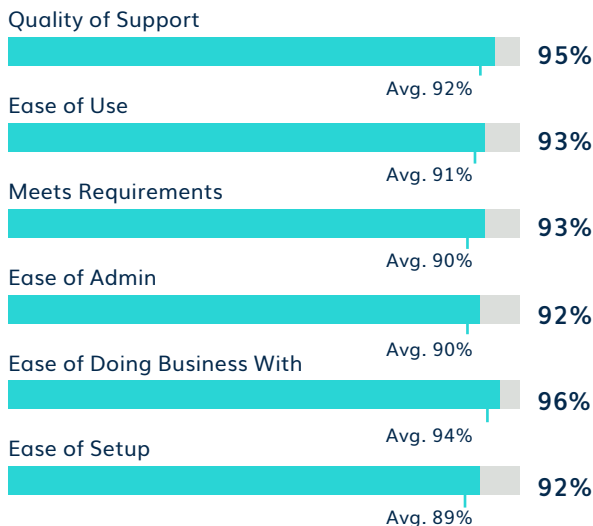


**Year Founded**  
2014

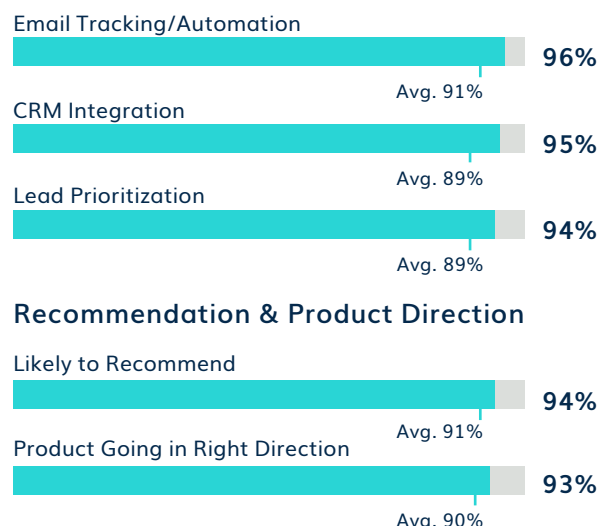


**Company Website**  
[www.groove.co](http://www.groove.co)

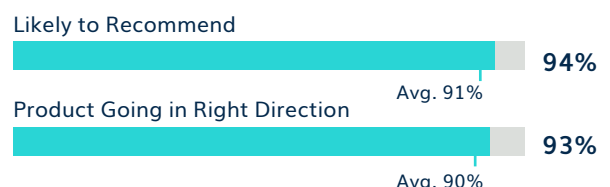
## Satisfaction Ratings



## Highest-Rated Features



## Recommendation & Product Direction



# G2 Satisfaction Leader Rankings

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

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
<b>Groove</b>	<b>94%</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>96%</b>	<b>95%</b>	<b>93%</b>	<b>93%</b>	<b>84</b>
Outreach	87%	90%	89%	82%	89%	86%	80%	85%	55
SalesLoft	90%	90%	90%	88%	93%	89%	87%	90%	67
Yesware	88%	83%	89%	88%	88%	87%	89%	90%	60



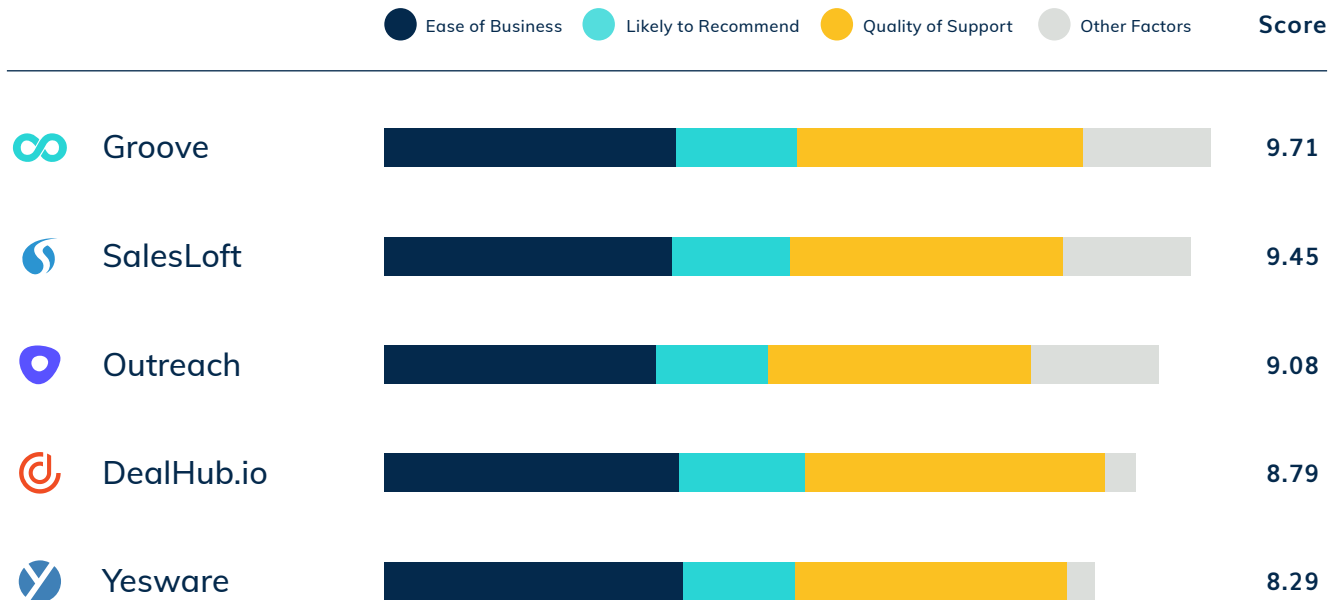
“Power in simplicity and ease of use.”

“We are giving reps structure and tools to be more efficient without taking away creativity. We’re setting more meetings with Groove and freeing up more of our rep’s time to be spending with customers.”

Mitch T., Sales Enablement Manager, Brooksource

# 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.



## 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.



“Love using Groove flows - it makes my work much more efficient.”

“When trying to contact a large number of existing customers, being able to send Groove Flows makes it much easier to gain traction from interested customers and saves me more time. As a manager, I find it much easier to track what type of emails/subject lines are working the best to engage more customers.”

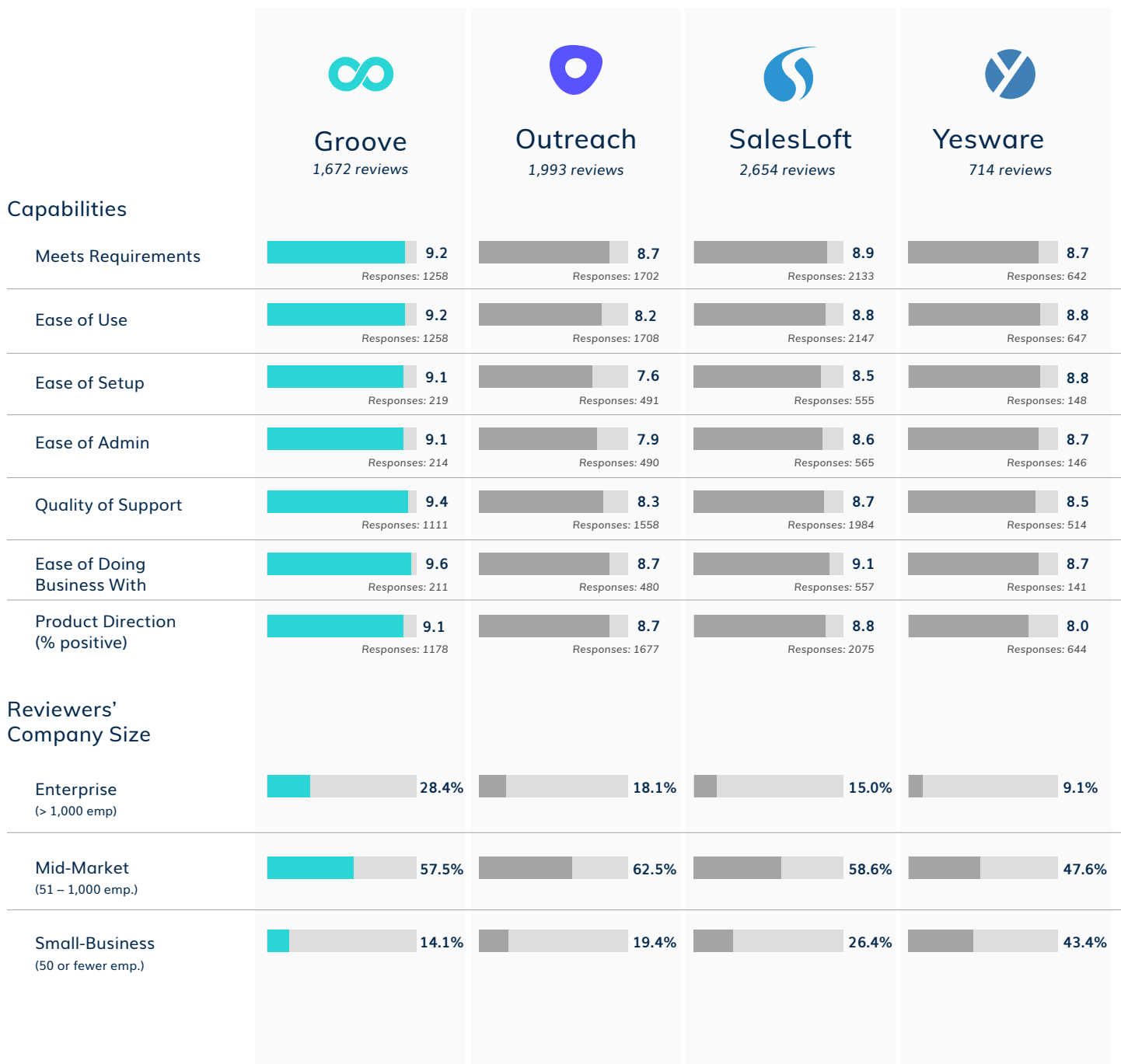
David G., Senior Account Manager and Team Lead, Funding Circle



# Ranking Top 4 Sales Engagement Platforms

## Capabilities and Reviewer's Company Size





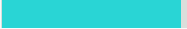



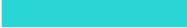



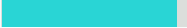


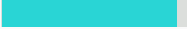






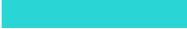



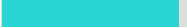









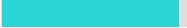


The tables over the next three pages outline how Groove compares to its top competitors across 25+ categories. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for its ease of doing business with, quality of customer support, email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



# 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
<b>Integrated Workflows</b>				
Task Management	 <b>9.3</b> Responses: 470	 <b>8.8</b> Responses: 593	 <b>8.8</b> Responses: 868	 <b>7.9</b> Responses: 84
Email Tracking/ Automation	 <b>9.6</b> Responses: 606	 <b>9.1</b> Responses: 624	 <b>9.1</b> Responses: 961	 <b>9.2</b> Responses: 130
Calls and Voice	 <b>9.1</b> Responses: 369	 <b>8.5</b> Responses: 489	 <b>8.5</b> Responses: 846	<i>Feature not Available</i>
Other Outreach Options	 <b>9.1</b> Responses: 344	 <b>8.4</b> Responses: 474	 <b>8.4</b> Responses: 725	 <b>7.7</b> Responses: 54
CRM Integration	 <b>9.5</b> Responses: 557	 <b>8.5</b> Responses: 591	 <b>8.8</b> Responses: 932	 <b>8.6</b> Responses: 90
Calendar	 <b>9.3</b> Responses: 121	 <b>9.3</b> Responses: 22	 <b>9.0</b> Responses: 131	 <b>7.9</b> Responses: 7
Shared Records	 <b>9.0</b> Responses: 61	 <b>8.6</b> Responses: 14	 <b>8.9</b> Responses: 75	<i>Not enough data available</i>
<b>Analytics</b>				
Open Rates	 <b>9.3</b> Responses: 774	 <b>8.9</b> Responses: 883	 <b>8.7</b> Responses: 1304	 <b>8.8</b> Responses: 305
Link Activity	 <b>9.2</b> Responses: 763	 <b>8.5</b> Responses: 851	 <b>8.6</b> Responses: 1261	 <b>8.5</b> Responses: 288
Attachment Activity	 <b>9.2</b> Responses: 704	<i>Feature not Available</i>	 <b>8.3</b> Responses: 1089	 <b>8.4</b> Responses: 267

# Ranking Top 4 Sales Engagement Platforms

## Repeatability, Reportability, and Customization

Groove’s integration with Google Workspace (formerly G Suite) and Microsoft Office 365 allows users to access all of Groove’s features from within the applications that they use every day. 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.



# Verified User Reviews from G2



## “Excellent product and service”

“Groove’s integration with Salesforce gives me full visibility on customer engagement. It shows other departments’ discussions that I have had with existing customers in a professional, easy and clear way.”

Dean L., Marketing Manager, 8x8



## “Groove Flows saves me time”

“I love being able to either set up Flows with a spreadsheet of emails or hand-pick Flows within Salesforce. With Groove’s appointment scheduler, it is fantastic to get customers to choose a time, so we are not playing phone tag!”

Karla S., Education Program Consultant, iStation



## “Real call management”

“With Groove, I can follow up on all my calls, even missed calls. I can track all my email results, which is very helpful to gain time and jump to the next lead.”

David R., Sales Specialist, Airbnb



## Tenable scales by forging operational alignment across global enterprise revenue team with Groove

Since its founding in 2002, Tenable has become the leading provider of cybersecurity solutions to the Fortune 500 and now serves 30,000 organizations around the globe. Over the past two decades, Tenable has scaled its sales and customer success teams to hundreds of reps across the globe, 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. Further complicating matters, management had limited visibility into sales activity and opportunities generated per campaign.

Tenable solved all of these challenges and more with Groove. Tenable was able to roll out Groove rapidly to all of its revenue and customer success teams and even won over experienced enterprise reps who were used to doing things their own way. Thanks to Groove's ease of use, next-generation activity capture, and collaboration capabilities, Tenable gained visibility of its reps' activities and achieved sales and marketing alignment - all while improving productivity and pipeline generation across the board.

### 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

## About Tenable

Tenable®, Inc. is the Cyber Exposure company. Over 30,000 organizations around the globe rely on Tenable to understand and reduce cyber risk. As the creator of Nessus®, Tenable extended its expertise in vulnerabilities to deliver the world's first platform to see and secure any digital asset on any computing platform. Founded in 2002, Tenable customers include more than 50 percent of the Fortune 500, more than 30 percent of the Global 2000 and large government agencies.

### Headquarters

Columbia, MD

### Industry

Cybersecurity

### Type

Enterprise SaaS company

[tenable.com](https://tenable.com)

# Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 59 Sales Engagement Software providers on G2 for 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
- 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. Built for the needs of relationship-based sellers, Groove increases rep productivity, drives Salesforce adoption, and provides revenue leaders with key insights to know what's driving their business. Because Groove is Salesforce native, it has the most advanced activity capture in the industry, ensuring that revenue teams can rely on accurate reporting and forecasting, lowered compliance risk, and streamlined administration. Whether it's automating CRM data entry or empowering reps to generate pipeline and close more deals, Groove gives reps 20% of their week back to focus on high-value activities.

Over 70,000 people use Groove at some of the world's largest and fastest-growing companies, including Google, BBVA, Atlassian, Uber, and Capital One. Groove has ranked #1 in customer satisfaction on G2 in five sales technology categories for eleven consecutive quarters and has made the Inc. 5000 list of the fastest-growing privately held companies in the U.S. for three years in a row. To learn more, visit [groove.co](https://groove.co).