



Spring 2022

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 Spring 2022 rankings that were released on March 1, 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 74 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.

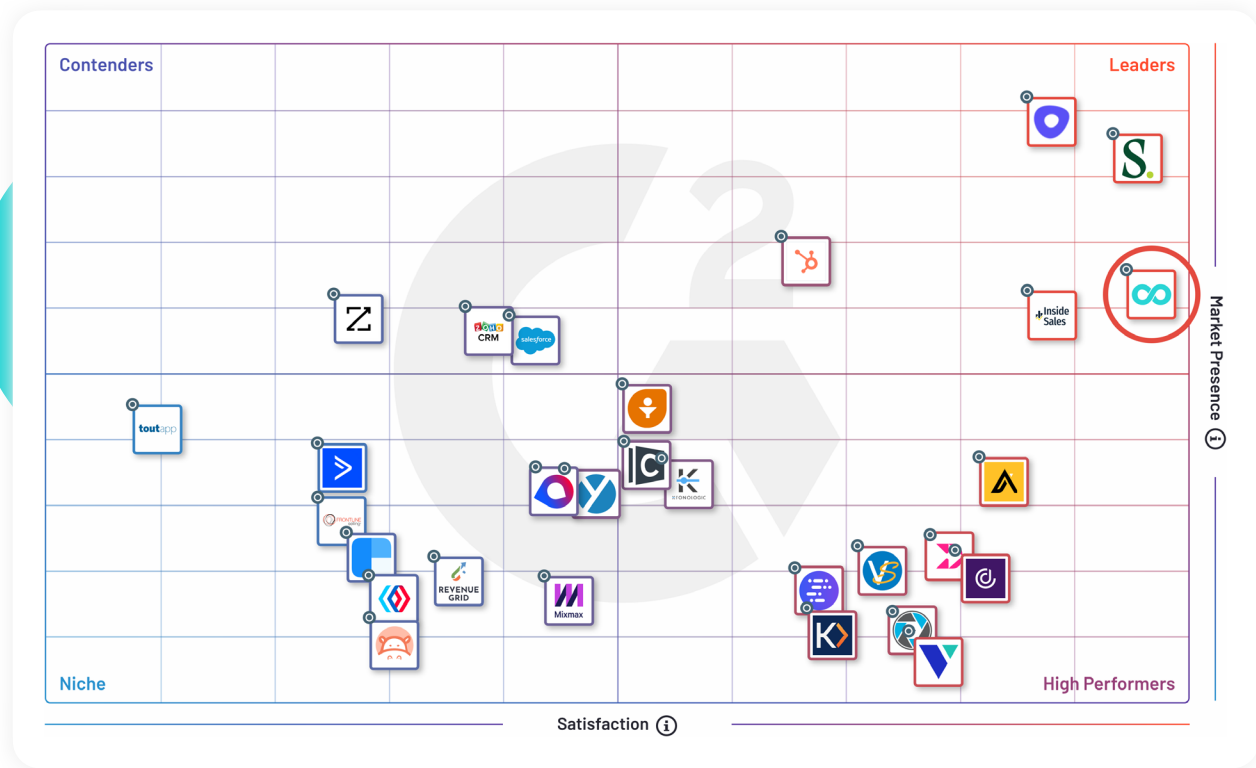
To qualify for inclusion in the Sales Engagement category, a product must:

- 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 productsatisfaction scores as compared to the rest of the category.

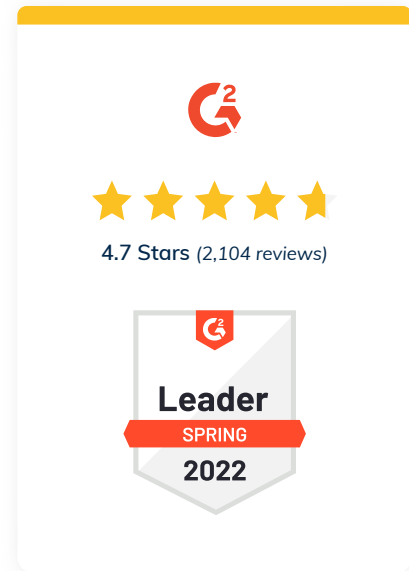
High Performers

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 a 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 Sales Engagement Platforms category, with 99% of users rating it 4 or 5 stars. Groove was also rated 98% 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

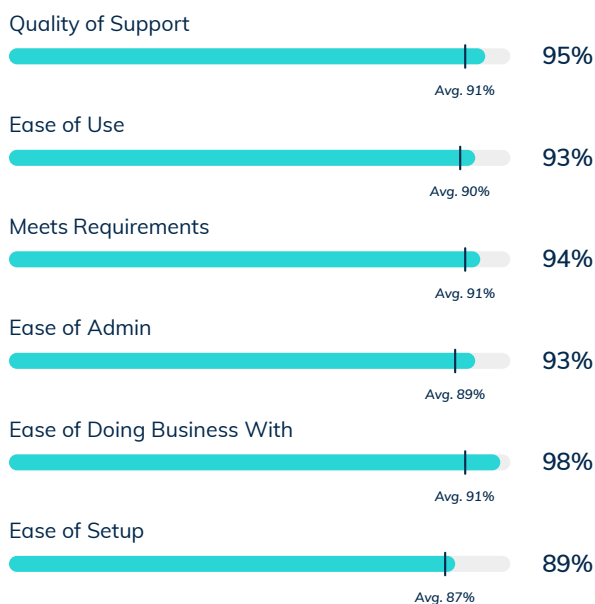


Year Founded
2014

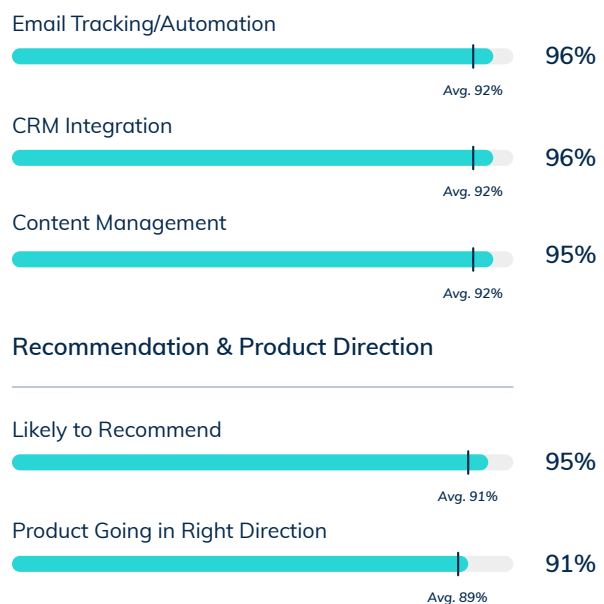


Website
groove.co

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	97%	95%	94%	93%	98%	95%	89%	93%
Outreach	88%	88%	91%	82%	90%	88%	81%	87%
Salesloft	96%	93%	93%	90%	96%	91%	89%	92%
Yesware	45%	90%	89%	91%	100%	90%	93%	91%



Love Groove and Its Integration with Outlook and Salesforce.

The biggest thing that I like about Groove is the fact that it integrates so seamlessly into the platforms that we use on a day-to-day basis such as Salesforce and Outlook.

Michael A. | Broker District Manager, ADP

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.



Groovin' to Flows every day.














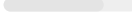
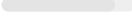
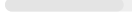

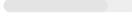
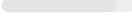
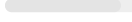












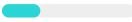
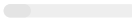
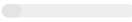





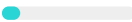
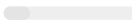
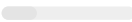
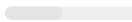
The ability to create Flows for specific needs is a massive win for ease and efficiency as well as removing steps. Time is money, and Groove is helping me make that \$\$ back.

Glee C. | Strategic Growth Partner, Compass

Ranking of Top 4 Sales Engagement Platforms

Capabilities and Reviewer's Company Size










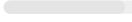
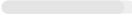
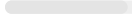

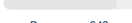
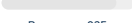









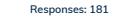










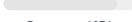
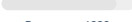
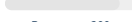



The tables over the next three pages outline how Groove compares to its top competitors across 25+ categories. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for its ease of doing business with, quality of customer support, email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

	 Groove 2,104 reviews	 Outreach 2,840 reviews	 Salesloft 2,909 reviews	 Yesware 745 reviews
Capabilities				
Meets Requirements	9.2  Responses: 1519	8.7  Responses: 2173	8.9  Responses: 2282	8.8  Responses: 665
Ease of Use	9.2  Responses: 1521	8.3  Responses: 2178	8.8  Responses: 2297	8.9  Responses: 670
Ease of Setup	9.1  Responses: 247	7.5  Responses: 652	8.5  Responses: 596	8.9  Responses: 152
Ease of Admin	9.1  Responses: 242	7.8  Responses: 657	8.6  Responses: 606	8.7  Responses: 150
Quality of Support	9.4  Responses: 1345	8.3  Responses: 1985	8.7  Responses: 2117	8.5  Responses: 532
Ease of Doing Business With	9.6  Responses: 238	8.6  Responses: 644	9.1  Responses: 598	8.7  Responses: 145
Product Direction (% positive)	9.1  Responses: 1382	8.6  Responses: 2027	8.8  Responses: 2199	7.9  Responses: 663
Reviewers' Company Size				
Enterprise (1,000+ employees)	29.5% 	20.6% 	14.8% 	8.8% 
Mid-Market (51 – 999 employees)	57.2% 	60.2% 	58.9% 	46.6% 
Small-Business (50 or fewer employees)	13.3% 	19.3% 	26.3% 	44.6% 

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	Yesware
Task Management	9.2  Responses: 555	8.8  Responses: 772	8.8  Responses: 953	7.9  Responses: 88
Email Tracking/ Automation	9.6  Responses: 709	9.1  Responses: 817	9.2  Responses: 1052	9.2  Responses: 136
Calls & Voice	9.1  Responses: 441	8.5  Responses: 642	8.6  Responses: 925	Feature Not Available
Other Outreach Options	9.1  Responses: 405	8.3  Responses: 596	8.4  Responses: 796	7.7  Responses: 57
CRM Integration	9.5  Responses: 650	8.5  Responses: 770	8.8  Responses: 1019	8.5  Responses: 94
Calendar	9.3  Responses: 212	8.8  Responses: 181	9.0  Responses: 207	8.2  Responses: 11
Shared Records	9.0  Responses: 121	8.5  Responses: 146	8.9  Responses: 146	Not Enough Data Available
Analytics for Email Tracking				
Open Rates	9.3  Responses: 932	8.9  Responses: 1131	8.7  Responses: 1383	8.8  Responses: 321
Link Activity	9.2  Responses: 916	8.5  Responses: 1074	8.6  Responses: 1338	8.5  Responses: 300
Attachment Activity	9.1  Responses: 849	Feature Not Available	8.4  Responses: 1163	8.4  Responses: 280

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	Yesware
Repeatability & Reportability				
Content Management	9.3 Responses: 524	8.5 Responses: 662	8.8 Responses: 904	8.5 Responses: 88
Workflow Management	9.3 Responses: 596	8.6 Responses: 728	8.9 Responses: 987	8.4 Responses: 87
Workflow Performance	9.2 Responses: 564	8.5 Responses: 709	8.8 Responses: 973	8.5 Responses: 91
Sales Coaching & Insights	9.0 Responses: 376	8.0 Responses: 570	8.5 Responses: 784	Feature Not Available
Gamification	9.0 Responses: 121	7.6 Responses: 131	8.3 Responses: 172	Not enough data available
Customizations / Email Tracking				
Email Platform Integration	9.4 Responses: 981	8.9 Responses: 1104	9.0 Responses: 1331	8.7 Responses: 277
Email Scheduling	9.4 Responses: 849	8.9 Responses: 1124	9.1 Responses: 1315	8.7 Responses: 280
Notifications	9.3 Responses: 937	8.6 Responses: 1107	8.8 Responses: 1313	8.7 Responses: 301
Email Categorization	9.3 Responses: 743	8.4 Responses: 784	8.6 Responses: 1122	8.7 Responses: 122
Templates	9.3 Responses: 981	9.0 Responses: 1144	9.1 Responses: 1338	8.5 Responses: 288



Groove allows for a targeted, efficient, and organized sales approach.

Groove unites all of my sales management needs in one tool: Email sequences, meeting scheduler, email opening visibilities, calls, prospects tracking... It's surreal.

Christine M. | VP Commercial Card Sales Officer, Capital One



Great Product and even better people behind it!

The integrations with Google and SFDC are great and their support team is the most amazing I have ever met. They are friendly, fast, and resolute!

Regina S. | Enterprise Account Executive, Datadog



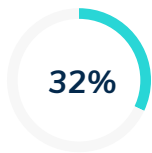
Leveling Up My Sales Team with Groove.

Groove has allowed my sales team to work more efficiently in a strategic approach and, in turn, has increased our conversion rates, booked meetings, and increased bottom-line revenue.

Nicole F. | Sales Operations Manager, Side

FEATURED CASE STUDY: FORTUNE 500 MANUFACTURER

Fortune 500 manufacturing company boosts conversions by 32%



Increase in conversation rate on inbound lead qualification



Decrease in implementation time (months to weeks)



Adoption by users

A Fortune 500 manufacturing company that sells some of the world’s most popular technology products was at a crossroads. Its B2B division had been relying on an outsourced vendor for inside sales, and the arrangement

was generating serious quality control issues. Unqualified leads were being created to meet quota and no effort was being made to personalize messages. The company decided to bring inside sales in-house, which also required finding the right sales engagement platform for its new inside sales team. The company turned to Slalom Consulting to provide them with an expert evaluation of the leading sales engagement providers, with the most important criteria being Salesforce integration and ease of use for their sellers.

After an extensive evaluation, Slalom selected Groove, which Slalom was able to implement in a matter of weeks instead of months. This enabled Slalom to focus on client strategy, Flow design, and template creation instead of the heavy and time-consuming operational lift required with other platforms. Within a month of implementation, the Fortune 500 manufacturer saw a 32% increase in the conversion rate for leads that came in through the new process that Slalom created with Groove versus their previous outsourced provider.

“ As a Salesforce Marketing Champion, I’ve implemented the other two big players in sales engagement many times, and I was blown away by how much easier it was to implement Groove.

– Zenobia Noor, Sr. Consultant, GGP Salesforce



Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 74 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
- 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 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, Compass, 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 more than three years in a row.

[Learn More](#)