



Spring 2021

# G2 Sales Engagement Software Report

**groove**



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# G2 Sales Engagement Platform Rankings Overview

Spring 2021

## Executive Summary

Every quarter, G2 publishes its rankings of the top sales engagement platforms based on verified user reviews. This report summarizes the Spring 2021 rankings that were released on March 23, 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 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 four million people visit G2's site to gain unique insights.

# About the Sales Engagement Software Category

G2 has strict criteria for the 54 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.

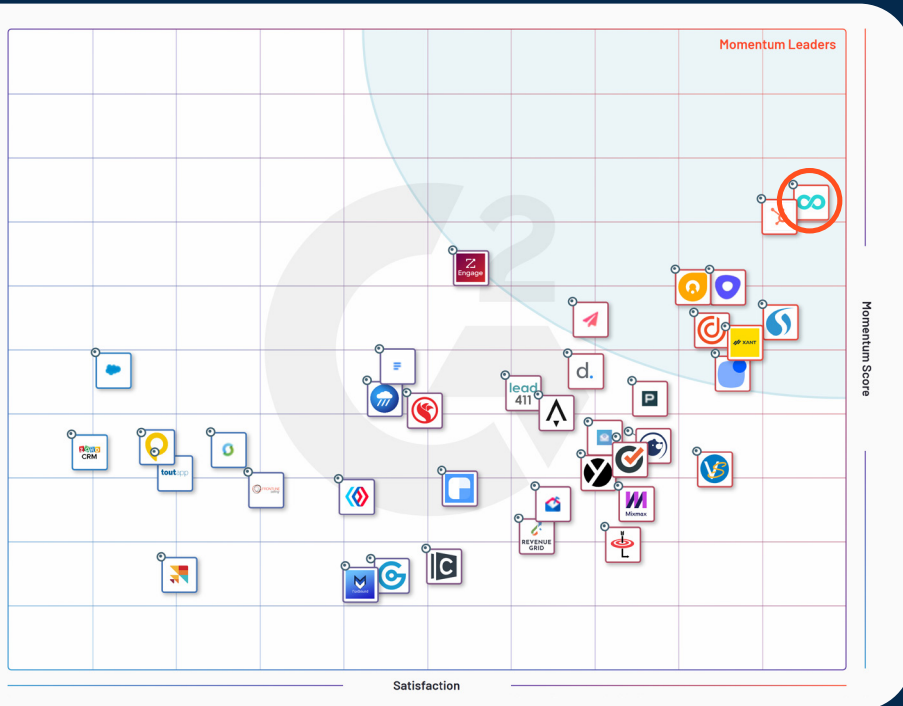
By standardizing both messaging and the overall sales experience, teams can report on the effectiveness of specific messaging and tactics while also reducing administrative tasks for sales and customer success representatives. Sales engagement software will integrate with existing sales solutions, such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

## Spring 2021



## Sales Engagement Momentum Grid®

G2's Momentum Grid® highlights each product's Momentum score on the vertical axis and the product's Satisfaction score on the horizontal axis. These scores are based on G2's proprietary Satisfaction and Momentum algorithms. Products with a top 25% Momentum Grid® score are designated as Momentum Leaders in the shaded area of the report.

## Sales Engagement Platforms Satisfaction & Market Presence Grid Report

In addition to Momentum, G2 also ranks sales engagement platforms by product and customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed 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 (1,371 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 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**  
Groove



**HQ Location**  
San Francisco, CA

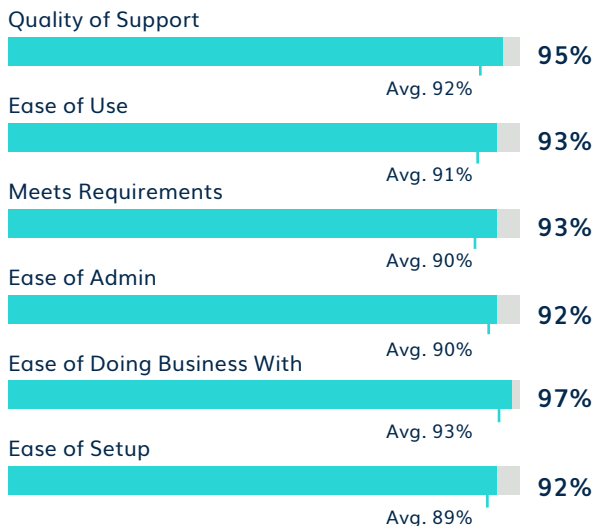


**Year Founded**  
2014

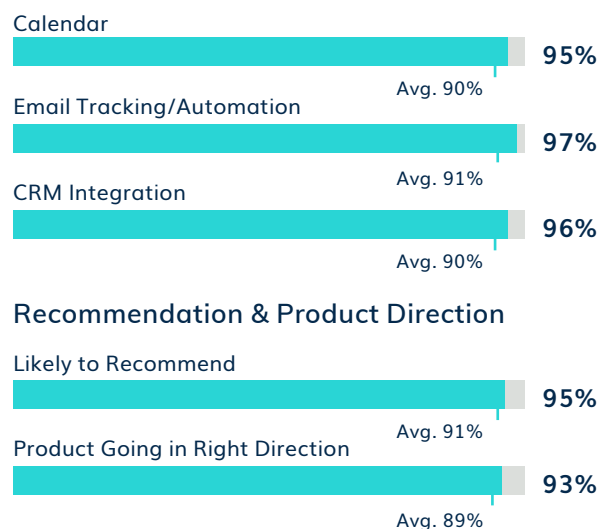


**Company Website**  
[www.groove.co](http://www.groove.co)

## 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>95%</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>97%</b>	<b>95%</b>	<b>92%</b>	<b>93%</b>	<b>86</b>
Outreach	87%	90%	89%	82%	89%	86%	80%	85%	56
SalesLoft	89%	90%	90%	88%	93%	89%	87%	90%	66
Yesware	88%	83%	89%	88%	88%	87%	89%	90%	61



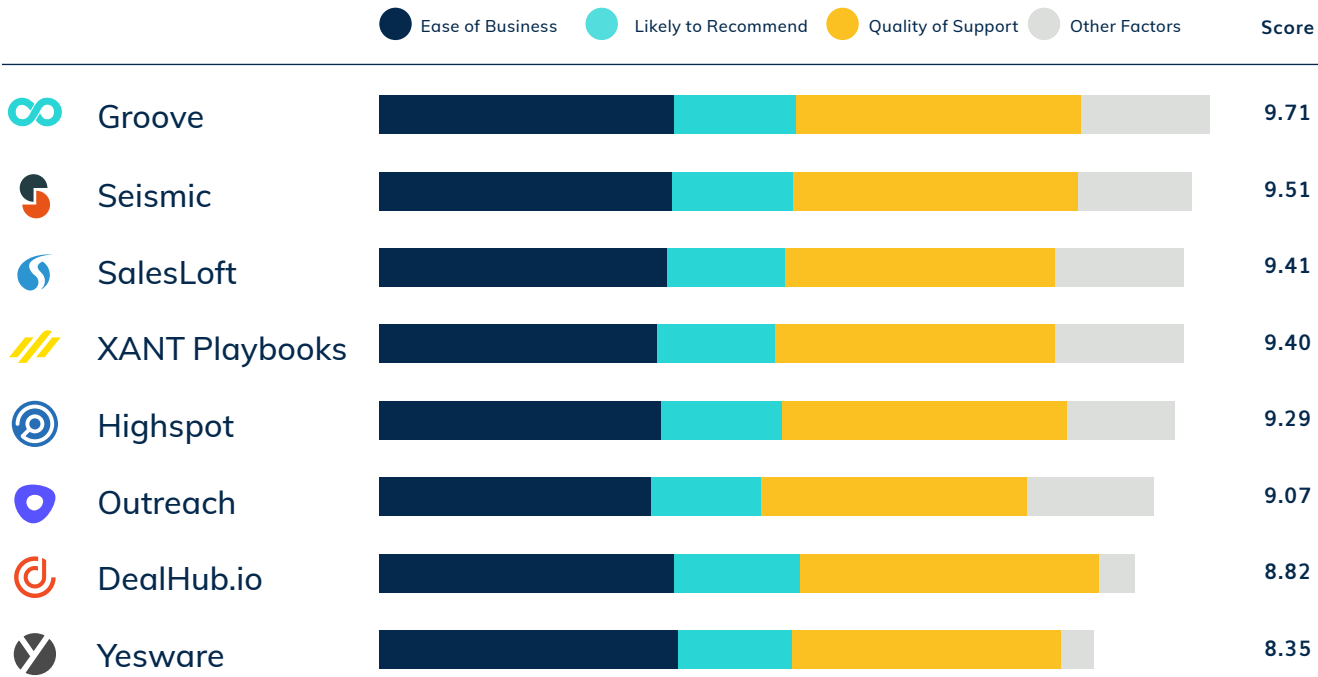
“Groove Creates Unparalleled Efficiency and Automation to Reach Your Customers and Prospects!”

“With Groove, I can create email templates to send personalized mass messaging to existing clients and prospects. I can then track the results and follow up with interested parties to close more deals. Just Groove It!”

Matthew B., Vice President Retail Branch Manager, Enterprise Bank & Trust

# 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.



## 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.



“Automating Touchpoints Has Accelerated Our Prospecting.”

“What I like best about Groove is the automation and ability to prospect large numbers of like targets to help us get more touches in a shorter amount of time.”

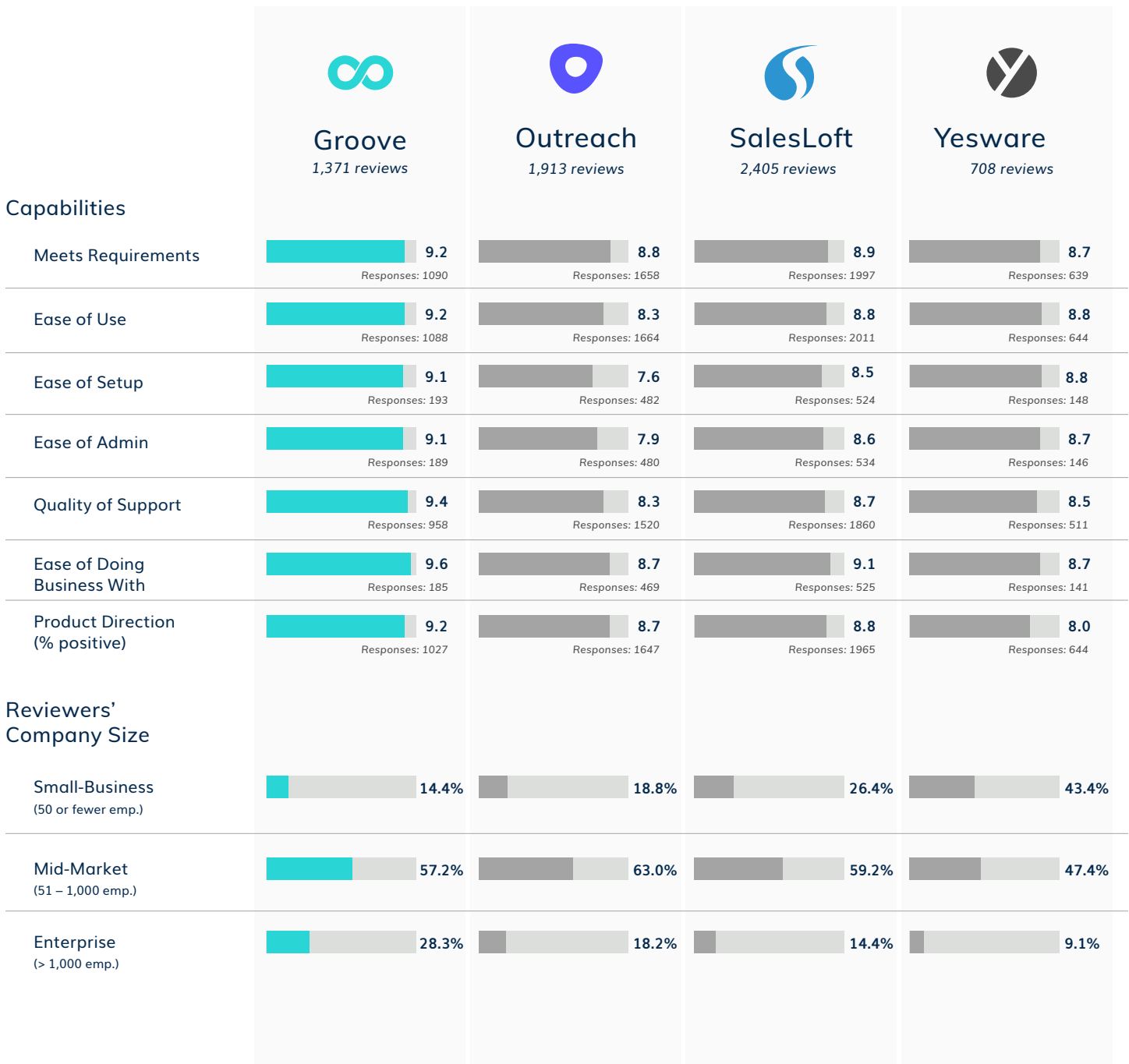
William D., Commercial Territory Manager, Tenable



# Ranking Top 4 Sales Engagement Platforms

## Capabilities and Reviewer's Company Size







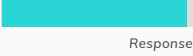




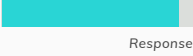



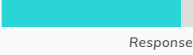



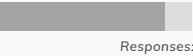




The tables over the next three pages outline how Groove compares to its top competitors across 25+ categories. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for its ease of doing business with, quality of customer support, email 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: 398	 <b>8.8</b> Responses: 573	 <b>8.8</b> Responses: 800	 <b>7.9</b> Responses: 84
Email Tracking/ Automation	 <b>9.6</b> Responses: 521	 <b>9.1</b> Responses: 604	 <b>9.1</b> Responses: 882	 <b>9.2</b> Responses: 129
Calls and Voice	 <b>9.1</b> Responses: 306	 <b>8.5</b> Responses: 473	 <b>8.5</b> Responses: 778	<i>Feature not Available</i>
Other Outreach Options	 <b>9.2</b> Responses: 291	 <b>8.4</b> Responses: 459	 <b>8.4</b> Responses: 668	 <b>7.7</b> Responses: 54
CRM Integration	 <b>9.5</b> Responses: 485	 <b>8.5</b> Responses: 573	 <b>8.8</b> Responses: 859	 <b>8.6</b> Responses: 89
<b>Analytics</b>				
Open Rates	 <b>9.3</b> Responses: 666	 <b>8.9</b> Responses: 879	 <b>8.6</b> Responses: 1226	 <b>8.8</b> Responses: 304
Link Activity	 <b>9.3</b> Responses: 654	 <b>8.5</b> Responses: 835	 <b>8.6</b> Responses: 1187	 <b>8.5</b> Responses: 287
Attachment Activity	 <b>9.2</b> Responses: 600	<i>Feature not Available</i>	 <b>8.3</b> Responses: 1028	 <b>8.4</b> Responses: 266

# 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 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.



# Verified User Reviews from G2



## “Now I know what they mean by work smarter, not harder!”

“I love so many things about Groove—the meeting set-up and how I can space-time between meetings, so I’m not crushed. The toolbar has become my best friend. You can do almost everything out of it, take notes, make tasks, see activities, and so much more.”

Nicole D., Sr. Customer Success Manager, Encyclopaedia Britannica



## “Groove helps me keep connected with all of my accounts”

“As an account manager, one of my main goals is to engage with my clients and users. Groove has allowed me to better engage with my clients, send them proactive content constantly while saving time. I can be more efficient with my time thanks to Groove.”

Lizbeth H., Account Manager, Mintel



## “Love Groove!”

“I love how Groove lives on top of our Salesforce database so information is transferred and synced in real time. Also - Groove Spaces is fantastic. Our teams are collaborating more than ever with this tool.”

Justin S., Sales Enablement, Zego



## Drives Cross-Functional Adoption and Sales-Marketing Alignment

Sendoso was experiencing the good kind of growing pains. As the leading sending platform on the market, the company was growing at a rate of over 300% a year and rapidly hiring to keep up with accelerating demand.

This hyper-growth naturally posed a number of operational challenges, not the least of which was getting a complete picture of every customer touchpoint in Salesforce. Their SDR team was using another sales engagement platform, but their Account Executives and Customer Success Managers found that the platform didn't make sense for what they needed to do every day.

They found a solution in Groove, the only sales engagement platform that is designed for the needs of full-cycle sellers. With Groove, they could automate time-consuming tasks, selectively sync to Salesforce, easily send Sendoso gifts, and surface detailed information about accounts where they need it every day – in the Inbox.

As a result, Sendoso has maintained over 95% adoption across their Sales, Partnerships, Customer Success, Account Management, Onboarding, and Solution Architect teams, and closed operational gaps that resulted in airtight sales-marketing alignment.

### Big Wins



95% adoption by AEs, AMs, and CSMs



50% open rates for Groove Flow campaigns



100% visibility into sales and customer activities



Top reps booking meetings with 10% response rate

## About Sendoso

Sendoso, the leading sending platform, is the most effective way for revenue-driving teams to stand out with new ways to engage at strategic points throughout the customer journey. By sending personalized gifts, branded swag, and eGifts at-scale, Sendoso customers see significant time savings per campaign, an increase in conversion rates, and higher retention rates. Founded in 2016, Sendoso is backed by \$54M in venture funding and has a global footprint, with a presence in North America, Europe, and Asia Pacific.

**Headquarters**

San Francisco

**Industry**

Technology

**Type**

B2B

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

# Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 54 Sales Engagement Software providers on G2 for ten quarters 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 can be customized to align with industry-specific workflows while ensuring more accurate reporting and forecasting, lower compliance risk, and streamlined administration.

Over 50,000 sales 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 #16 on the San Francisco Business Times' "fastest-growing private companies in the Bay Area in 2020" and #191 on the Deloitte 2020 Technology Fast 500 list. Founded in 2014, Groove is headquartered in San Francisco with offices in San Diego and Seattle. To learn more, visit [groove.co](https://groove.co).