



Summer 2021

G2 Sales Engagement Software Report

groove



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G2 Sales Engagement Platform Rankings Overview

Summer 2021

Executive Summary

Every quarter, G2 publishes its rankings of the top sales engagement platforms based on verified user reviews. This report summarizes the Summer 2021 rankings that were released on June 22, 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 60 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.

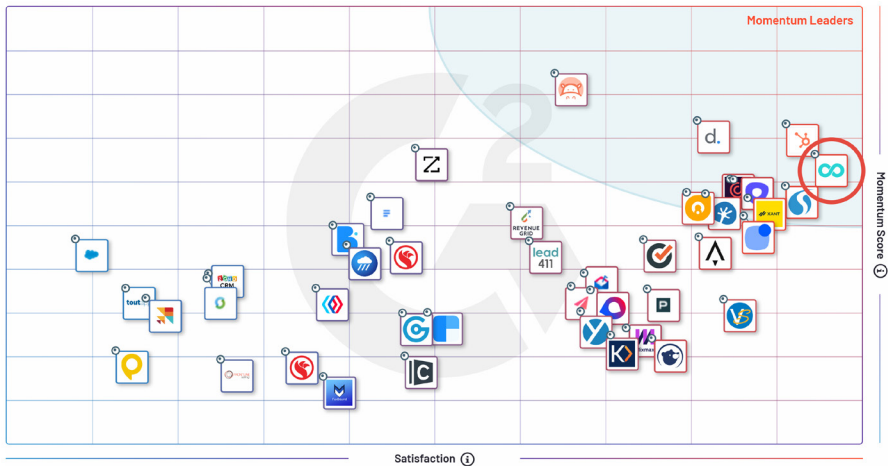
By standardizing both messaging and the overall sales experience, teams can report on the effectiveness of specific messaging and tactics while also reducing administrative tasks for sales and customer success representatives. Sales engagement software will integrate with existing sales solutions, such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

Summer 2021



G2 Momentum Grid® Scoring

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 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 (1,493 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, 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

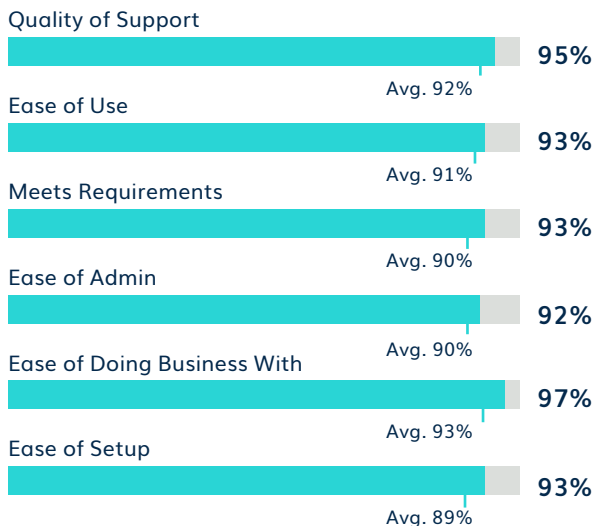


Year Founded
2014

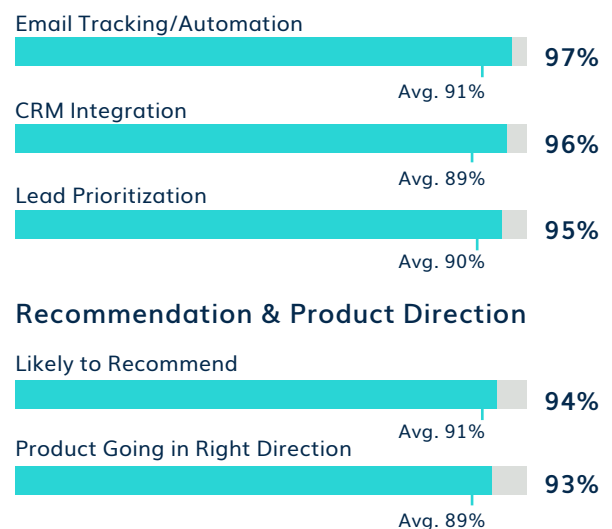


Company Website
www.groove.co

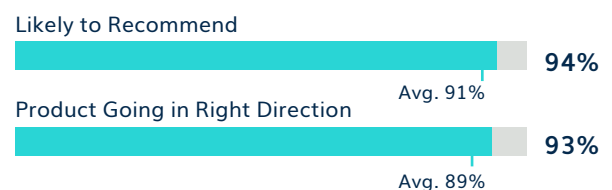
Satisfaction Ratings



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
Groove	94%	93%	93%	92%	97%	95%	93%	93%	84
Outreach	87%	91%	89%	82%	89%	86%	80%	85%	56
SalesLoft	90%	90%	90%	88%	93%	89%	87%	90%	66
Yesware	88%	83%	89%	88%	88%	87%	89%	90%	60



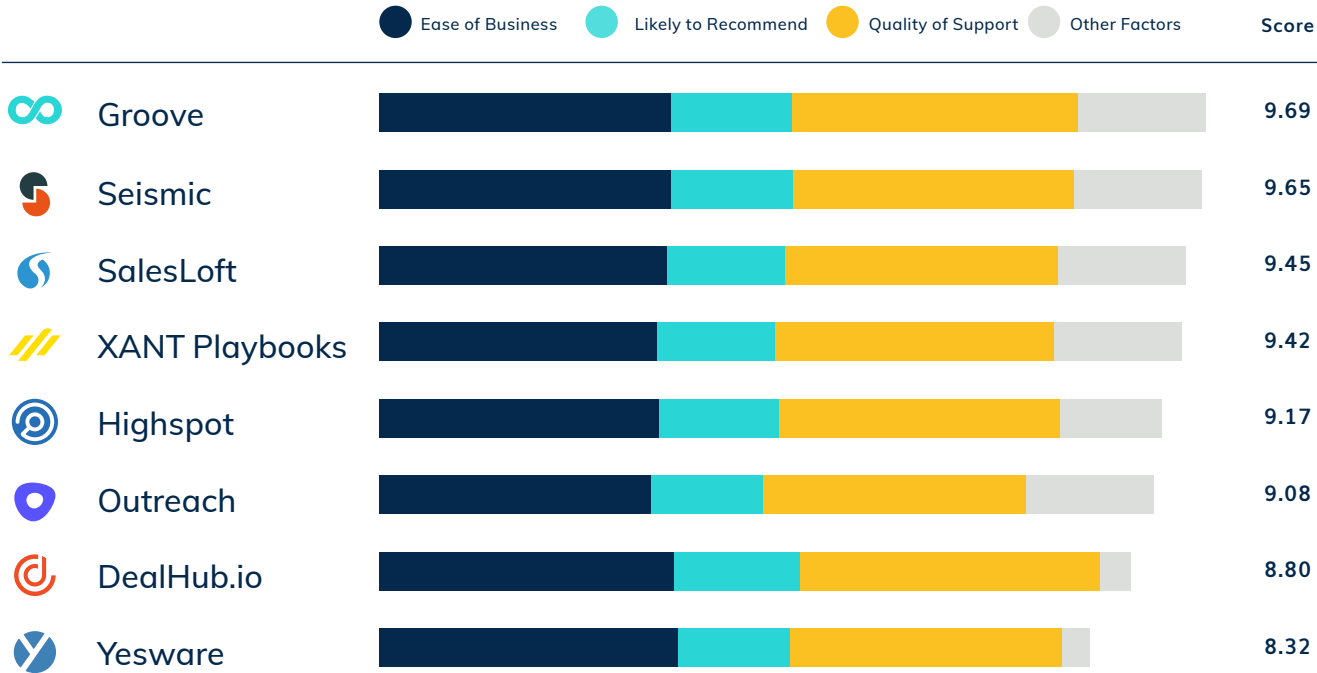
“Groove is extremely user-friendly.”

“Groove’s ability to sync all data with Salesforce has exponentially streamlined our workflows. Now we are able to automate and streamline the onboarding of partners all through Groove!”

Tess M., Senior Manager of Strategic Partnerships, Kiva

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.



“Groove has helped my business grow substantially.”





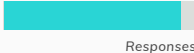



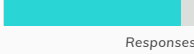



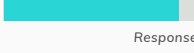



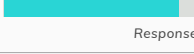



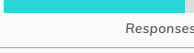



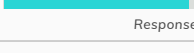
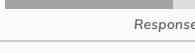
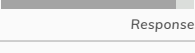
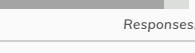
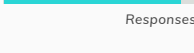







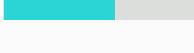







“Groove helps me keep in touch with my prospects and maintain my pipeline. The key benefits of using Groove are strong relationships that turn into more revenue and less time focused on cold calls.”

Jeff H., Inside Sales Executive, Homes.com

Ranking Top 4 Sales Engagement Platforms

Capabilities and Reviewer's Company Size



































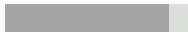
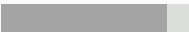
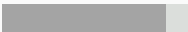



The tables over the next three pages outline how Groove compares to its top competitors across 25+ categories. While Groove's customer satisfaction scores were the highest in their category, Groove received exceptionally high marks for its ease of doing business with, quality of customer support, email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

	 Groove 1,493 reviews	 Outreach 1,959 reviews	 SalesLoft 2,521 reviews	 Yesware 710 reviews
Capabilities				
Meets Requirements	 9.2 Responses: 1204	 8.8 Responses: 1683	 8.9 Responses: 2061	 8.7 Responses: 640
Ease of Use	 9.2 Responses: 1204	 8.3 Responses: 1689	 8.8 Responses: 2075	 8.8 Responses: 645
Ease of Setup	 9.1 Responses: 210	 7.6 Responses: 488	 8.5 Responses: 541	 8.8 Responses: 148
Ease of Admin	 9.1 Responses: 205	 7.9 Responses: 486	 8.6 Responses: 552	 8.7 Responses: 146
Quality of Support	 9.4 Responses: 1065	 8.3 Responses: 1543	 8.7 Responses: 1919	 8.5 Responses: 512
Ease of Doing Business With	 9.6 Responses: 202	 8.7 Responses: 476	 9.1 Responses: 543	 8.7 Responses: 141
Product Direction (% positive)	 9.2 Responses: 1131	 8.7 Responses: 1664	 8.8 Responses: 2014	 8.0 Responses: 644
Reviewers' Company Size				
Enterprise (> 1,000 emp.)	 28.2%	 18.1%	 14.9%	 9.1%
Mid-Market (51 – 1,000 emp.)	 57.5%	 62.8%	 59.0%	 47.4%
Small-Business (50 or fewer emp.)	 14.3%	 19.2%	 26.1%	 43.5%

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
Integrated Workflows				
Task Management	 9.3 Responses: 444	 8.8 Responses: 583	 8.8 Responses: 829	 7.9 Responses: 84
Email Tracking/ Automation	 9.6 Responses: 575	 9.1 Responses: 614	 9.1 Responses: 915	 9.2 Responses: 129
Calls and Voice	 9.1 Responses: 346	 8.5 Responses: 481	 8.6 Responses: 807	<i>Feature not Available</i>
Other Outreach Options	 9.2 Responses: 326	 8.4 Responses: 465	 8.4 Responses: 692	 7.7 Responses: 54
CRM Integration	 9.5 Responses: 529	 8.5 Responses: 581	 8.8 Responses: 889	 8.6 Responses: 89
Calendar	 9.3 Responses: 94	 9.2 Responses: 14	 9.1 Responses: 91	 7.5 Responses: 6
Shared Records	 9.0 Responses: 44	 8.8 Responses: 7	 9.0 Responses: 40	<i>Not enough data available</i>
Analytics				
Open Rates	 9.3 Responses: 739	 8.9 Responses: 886	 8.7 Responses: 1259	 8.8 Responses: 304
Link Activity	 9.2 Responses: 728	 8.5 Responses: 843	 8.6 Responses: 1218	 8.5 Responses: 287
Attachment Activity	 9.2 Responses: 669	<i>Feature not Available</i>	 8.3 Responses: 1054	 8.4 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 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



“Groove makes work smooth, simple, and splendid!”

“Groove integrates with my workflows, and I am able to share information quickly with my entire team. Groove has been hugely beneficial in checking the accuracy of information I share with applicants.”

Grace J., Admissions Manager, 2U



“Very useful and user friendly! It’s easy to become an expert in Groove.”

“Groove definitely increases my productivity. When I’m focused on generating new leads and opportunities, Groove allows me to stay focused and carry out the heaviest operational parts of my day in a fast and easy way.”

Andre P., Sales Manager, Taboola



“Groove is a business must!”

“What I like best about Groove are its capabilities for tracking my people and engaging contacts who are part of my hotlist. I can analyze engagement, open rate, and responses. Groove also organizes campaigns in an easy step-by-step process.”

Brook A., National Account Director, Kaplan

A Q U E N T

Aquent doubles sales activity and improves productivity and outcomes with Groove

As the world's largest marketing and creative staffing firm, Aquent has a dedicated team of sales reps to help prospects and clients meet their staffing needs. Aquent recently switched to Salesforce to get more visibility into their sales efforts, but they felt they could get more value out of the new system. Additionally, while some reps had been using Yesware to track emails and do mail merges, they thought they could improve with more sophisticated message flows and real-time activity tracking. Initially, Aquent implemented Outreach to try and solve the problem, but it failed to gain traction across the broader organization.

With lagging Salesforce adoption and a collection of competing sales tools, Aquent formed a Salesforce taskforce to address their challenges. After evaluating several platforms, Aquent decided to move its sales team off of Yesware and Outreach and onto Groove. Since rolling out Groove, Aquent has seen rapid adoption among its various sales teams, giving leadership visibility into sales activity and empowering reps with easy access to valuable Salesforce data for personalizing every email.

Big Wins



93% Groove and Salesforce adoption across multiple business units



Nearly 2X increase in activity being tracked in Salesforce



Streamlined email and call prospecting with automated flows



Increased visibility of outbound efforts across multiple business units

About Aquent

As the world's largest marketing and creative staffing firm, Aquent's mission is to harness the power of individuals to change the way the world works. Aquent has come a long way from its beginnings as MacTemps, where it specialized in staffing Mac-savvy talent. Today, Aquent has more than 27 domestic and 10 international offices that provide staffing services to two-thirds of the Fortune 500, including the 10 most valuable brands in the world.

Headquarters

Boston, MA

Industry

Professional Services

Type

Staffing Agency

aquent.com

Groove Sales Engagement Platform

Groove has ranked #1 in product and customer satisfaction across 60 Sales Engagement Software providers on G2 for 11 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 70,000 account executives, sales development, and customer success 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 2021 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.