Bowery Capital Presents:

The Startup Sales Stack Report 2021

Tracking the top software tools
for Startup Sales Orgs
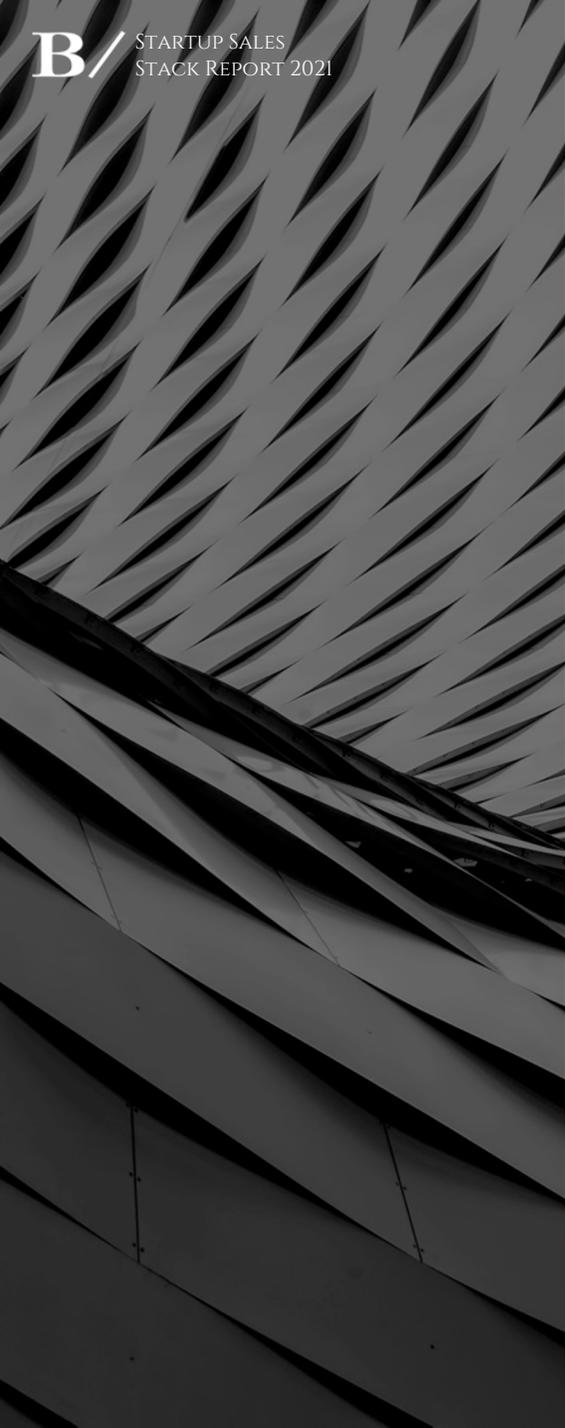
B/ BOWERY CAPITAL   G2

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Introduction

WHO SHOULD READ THIS REPORT?

This report is meant to serve as a guiding framework for anyone evaluating sales solutions. Whether sales, marketing, customer success or management, if you are thinking of using or buying software to optimize customer acquisition or management processes, this report should be insightful. We also hope it will be relevant for any parties interested in learning more about the sales and marketing automation software landscapes, from investors to consultants to prospective employees.

WHY IS IT RELEVANT TO THE SALES COMMUNITY?

The Bowery Capital team thinks about the startup sales stack from three separate angles. First, sales software is core to our portfolio support platform: our Acceleration Team works closely with every one of our founders to build an optimal enterprise sales infrastructure from the ground up. Second, it factors heavily into our diligence process: sales tools are critical to keeping acquisition costs low and sales cycles short, and we always evaluate how a startup leverages them as they go to market. Third, the sales stack is an area of potential investment for Bowery Capital: we focus exclusively on enterprise software and sales automation has become a sub-sector in its own right over recent years. Our team has developed a unique view on the startup sales stack and we are continually exposed to new, innovative solutions. As a result, we thought it would be helpful to aggregate our team's learnings into a piece that other startup stakeholders can use to build up or strengthen their own sales stacks. In 2020, we released the fifth edition of the report: the 2020 Startup Sales Stack Report. This sixth edition illustrates the landscape today, with some additional emerging categories too. We're proud to once again partner with G2 for the raw data behind the report.

WHAT IS NEW?

For this year's edition of our Sales Stack report, we updated the selection of software categories, gathering the feedback of the sales, marketing, and customer success community, and further integrating remote working trends. In the analysis of individual tools, we added a whole new set of key performance indicators based on users' feedback to better support the purchasing decisions of our readers. Additionally, we created our "bundle list" recommendations of tools for new leaders approaching the world of sales, building upon the experience of several practitioners we interviewed. Lastly, we present our perspective on the emerging SalesTech innovations that are going to reshape the way we leverage and interact with sales tools. We relied heavily on G2's data as their ecosystem continues to grow at rapid pace.
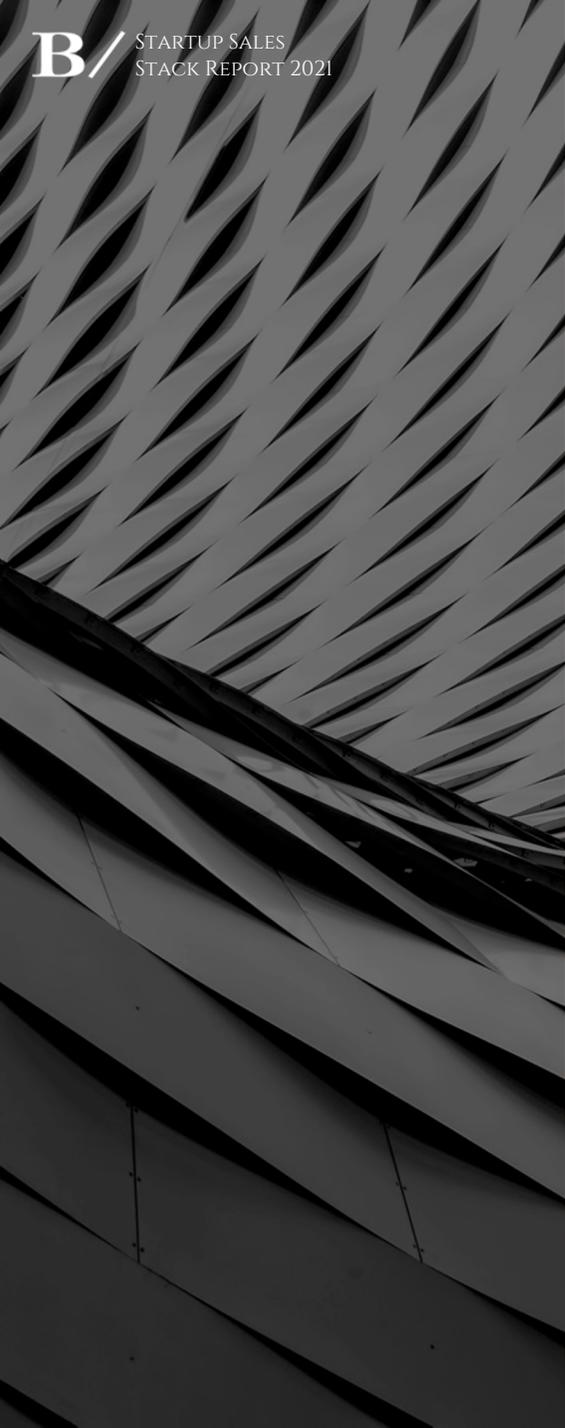
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I. Sales Stack Takeaways

What you need to know for an educated and farsighted
selection of your sales tools

Categories Taxonomy – Guiding Framework

For this year's report we investigated tens of categories and hundreds of tools, ultimately narrowing our focus on 15 categories that we believe have the highest relevance for the sales machine, based on the momentum gained, the founders' feedback, and our perception from the market. The following framework helps visualize these categories in the context of a traditional customer lifecycle.

Learn
- Sales Performance Management
- Sales Analytics
- Sales Coaching

Target
- Sales Intelligence

Organize
- CRM

Engage
- Marketing Automation
- Sales Engagement
- Email Template Builder
- Email Tracking
- Live Chat

Convert
- Proposal
- CPQ
- Contract Management
- E-Signature
- Partner Management

Categories Taxonomy – Description

"Arising"

1. **Email Template Builder** — Offer users templates (built with a simple drag-and-drop HTML editor) for creating business emails intended for certain industries or designed with specific themes.

2. **Proposal** — Automate the proposal and RFP process by generating documents from a repository in multiple file formats, share them through multiple channels, and track the relative impact.

3. **Contract Management** — Automate the creation, tracking, and monitoring of contracts, enabling multiple stakeholders to participate in the contracting process to ensure compliance with laws, regulations, and company rules.

4. **E-Signature** — Facilitate the encrypted distribution of legally sensitive documents for the collection of electronic signatures.

5. **Sales Coaching** — Offer capture, analysis, and feedback tools related to sales calls to help refine technique, establish best practices, and improve sales win rates.

"Core"

6. **CRM** — Manage a company's interactions with both current and potential customers, enabling team members to access real-time information (contact information, communication history, customer history, etc.).

7. **Sales Intelligence** — Collect and organize internal and external data to improve the quality and quantity of sales leads and identify new opportunities to build the pipeline.

8. **Marketing Automation** — Help marketers to capture leads, nurture them further down the sales funnel, and analyze lead behavior and campaign performance.

9. **Sales Engagement** — Streamline the sales process by combining sales and marketing efforts to create personalized and automated sales journeys across all potential touchpoints (email, calls, social media, SMS/text, video, live chat, etc.).

10. **Email Tracking** — Track emails and collect analytics (e.g., email open rates, clicks volume, number of attachment downloads) to identify optimal engagement points and improve effectiveness of outreach campaigns.

11. **Live Chat** — Open an instant messaging channel between customer service representatives and website visitors, to provide support to users who have questions regarding products.

12. **CPQ** — Automate the lifecycle of the quoting and proposal process (configuration logic for the offering, standard and custom pricing, and quote tracking) to accelerate the sales process while improving quote accuracy and customer relations.

13. **Partner Management** — Improve communications with business partners (suppliers, distributors, resellers, etc.) by providing for them a portal to access documents, campaign materials, market development funds (MDF), opportunities, and deals.

14. **Sales Performance Management** — Manage and record sales performance on a team and individual basis through scorecards to determine success and proactively guide personnel to improve their sales capabilities.

15. **Sales Analytics** — Build on top of CRM data to reveal sales insights (e.g., performance of salespeople, products, communications etc.) and forecast future performance.
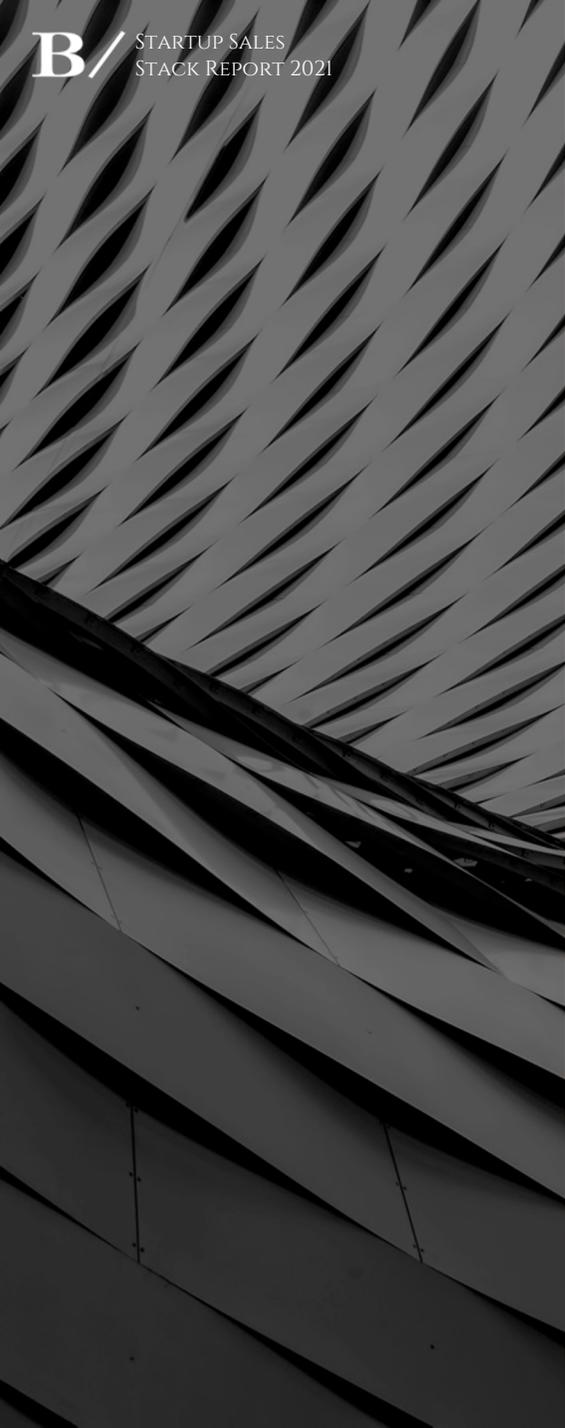
Our View on 2021 Trends

- Vendor consolidation is one of the strongest trends we've seen this year. Large, novel companies are evolving their tech stacks to more categories than ever. Some notable companies that have emerged as top players in multiple categories are HubSpot(7), Outreach (3), PandaDoc (3), and Groove (3).

- Highlighting on the aforementioned trend - this has been a dominant year for HubSpot. They are a top player in seven different categories, but more than that, emerged as the #1 ranked tool in four of them - Sales Analytics, Sales Performance Management, Email Tracking, and Sales Engagement.

- Users are very pleased with current Marketing Automation tools. This category displays one of the most significant average overall satisfaction rates between top companies in the space, with a rating of 95.4.

- Well-established large companies continue to dominant the CRM space, indicating this to be a much more mature category than others. Many of these CRM leaders offer complimentary sales tools.

- Proposal Tools have made major advancements since last year with the leading companies making gains in every category: overall satisfaction, ease of use, ease of setup, and quality of support.

- We observed a spike of VC investment (>43% YoY growth) into AI and ML technology which will continue to advance the frontier of sales tools in all our analyzed categories. Companies that can adopt and build on this new technology will have an advantage in their respective market.

Sales Leaders' Bundle List Recommendations

Wendi Sturgis
Cleverbridge, Yext

Hubspot
CRM

Guru
Content Management

Gainsight
CSM Management

Pendo
Customer Insights

Cleverbridge
Renewals Automation

"For any scaling start up, Hubspot's capabilities are excellent, and the connectivity into their world class marketing platform makes running campaigns seamless. I went from a skeptic to a fan very quickly."

"The first question I asked my product team when I became CCO was "tell me about product usage"…after implementing Pendo we had incredible customer insights."

Rich Liu
Lattice, TripActions, Mulesoft

Zoominfo
Sales Intelligence

Gong
Sales Coaching

Outreach
Sales Engagement

Adobe Marketo
Marketing Automation

People.ai
Sales Analytics

"Depending on the stage of your company, there are tons of freemium options to get started with before purchasing more robust versions."

"People.ai has helped drive a better understanding of healthy activity and pipeline across different teams, especially while managing remote."

Pete Kazanjy
Atrium, author of "Founding Sales"

Atrium
Sales Analytics

SecurityPal
Security Questionnaires

Sendoso
Gift Sending

RevOps
Quote Automation

"With remote/hybrid sales organizations now the norm, managing via metrics is now required. Full Stop. But traditional analytics/BI/dashboarding software is designed for analysts and excel jockeys and not managers, who hate it. This is why customers love Atrium – it's purpose made for sales managers to easily and successfully manage by metrics without a PhD."

Kyle Porter
Salesloft

Salesloft
Sales Engagement

Slack
Business Communication

Drift
Live Chat

Seismic
Content Management

"It's critical to have an alpha platform for your sales team, where they can execute all their digital selling tasks, communicate with buyers, and get the coaching and insights they need to win. That's why we built Salesloft."

"Slack connect channels are a game changer for us. When a deal hits a certain stage, we have an automation rule to set up a channel with our customer."

Allison Pickens
Gainsight

Dbt Labs
Data Development Framework

Guide.co
Recruiting

Facet.ai
Image Editing

Matik.io
Presentation Building

"In a highly competitive market for talent, Guide.co is becoming an essential tool for winning over candidates."

"Matik has been great for personalized presentations for customers without all the manual work."

SalesTech Innovations to Keep on the Radar

Sales Automation

Sales Automation decreases the cost of sales by minimizing the manual work associated with administrative and reporting tasks. This, in turn, frees up time for reps to focus on customer-facing activities, thereby unlocking top-line opportunities (which are empirically correlated with higher sales productivity).

Automation can be achieved through a vast array of technologies that replicate human cognitive capabilities (e.g., logical reasoning, pattern recognition) thus reducing the manual work demanded. Such technologies include Machine Learning, Robotic Process Automation, Natural-Language Processing/Generation, Smart Workflows, and Virtual Agents.

More than a third of sales-related activities can be automated, from sales strategy and planning (e.g., optimizing geographic coverage through AI-based forecasting), to lead identification and qualification (e.g., profiling customers through ML to predict churners), to CPQ (e.g., decoding questions through NLP to propose customized answers), to order management (e.g., automating customer billing through smart workflows), to post-sales activities (e.g., refining the customer journey through virtual agents to increase NPS).

Data Visualization

Companies collect significant amounts of data, however many of them fail to communicate that data effectively between departments. This is critical for markets that evolve rapidly and require timely adjustments: Sales and Marketing should be fully aligned to understand precisely how customer preferences are changing and what journeys customers are making.

Both departments generate large volumes of data points, but the flow of the information tends to be one-way: from Marketing to Sales. The sales reps should report back to help Marketing adjust its strategies, and the process through which information are collected, organized and visualized is an area in which we envision significant development. Most notably, we expect vendors intensifying their efforts in the field of Data Visualization, to create a detailed picture of opportunities and enable real-time exchange of insights between departments.

CX Augmentation through IoT

The Internet of Things (IoT) shapes the way companies sell by creating new opportunities for customizing approaches along the sales funnel. This, in turn, augments customer experience (CX) and increases sales productivity. New activities enabled by IoT include (i) monitoring real-time customer behavior to guide the customer journey; (ii) providing real-time location information for Geofencing; and (iii) improving the customer experience by enhancing the relevancy of offers and product recommendations.

We expect that the expansion of IoT to multiple customer touchpoints will impact data and tools leveraged by Sales, Marketing and Customer Success teams – not only by enhancing the functionalities of existing tools, but also by possibly triggering the emergence of brand-new categories.

II. Trending Company Profiles

Top trending tools in the Startup Sales Stack by functional category
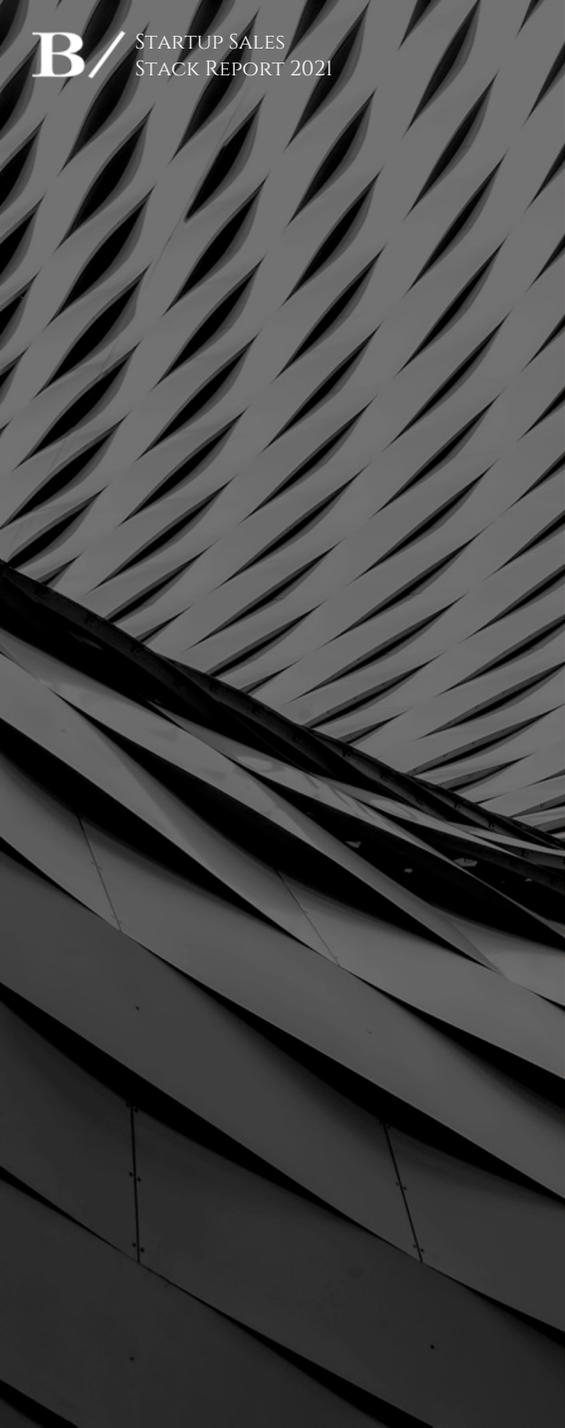
Profile Methodology

- All raw data are collected from G2's review platform as of June 2021

- The top five products for each category have been identified on the basis of (i) customer satisfaction with end user-focused product attributes and (ii) market presence, accounting for company size, web presence, and relative growth in both dimensions. If a product fit multiple categories, it has been allocated to the one in which it scored best according to the aforementioned criteria

- Overall drivers of customer satisfaction (e.g., ease of use, ease of setup, and quality support) are based on a large pool of customer reviews compiled from G2's website

- Pricing model reports publicly available price point and pricing structure for each tool

- Reasons to buy or to pass reflect our analysis on why a tool may or may not be a good fit for prospective buyers, often taking into account the company size or desired functionality. Such evaluations draw from our knowledge and second-hand evaluations from known founders, G2, or other reputable sources found online. While our aim is to offer a balanced evaluation of a product's strengths and weaknesses, this is by no means exhaustive

- The breakdown of customers by size, multiple implementation indicators (e.g., degree of third-party support, average time to go live, average contract terms), and payback estimations are intended to further help leaders make educated product selections

Engage

Email Template Builder

Tools that offer users templates (built with a simple drag-and-drop HTML editor) for creating business emails intended for certain industries or designed with specific themes.

Additional products included in the category are: Campaign Monitor, BEE, AWeber, Drip, Moosend

01

Observations on Email Template Builder and Criteria for Inclusion

This software can typically communicate with email marketing software so users can manage email lists. Email template builder software can also integrate into marketing automation software to assist with email marketing campaigns.

To qualify for inclusion in the Email Template Builder category, a product must:

- Allow users to create their own reusable email templates

- Come with premade, reusable email templates

- Allow users to adjust text and themes on the templates

ActiveCampaign

ActiveCampaign

Chicago, IL

501-1,000 employees

ActiveCampaign helps growing businesses meaningfully connect and engage with customers. Its Saas platform enables businesses to create optimized customer experiences by automating many processes and communicating with their customers across channels with personalized, intelligence-driven messages.

www.activecampaign.com | Twitter: @activecampaign

Overall Satisfaction
93%

Ease of Use
85%

Ease of Setup
83%

Quality of Support
90%

Pricing Model

- Lite $9
- Plus $49
- Professional $129
- Enterprise $229

Reasons To Buy

- Great option for small businesses
- Email marketing and automation made simple
- Great automation

Reasons To Pass

- Campaigns feels limited in design
- The system can be slow especially with communication with external CRM

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
94%	5%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	4%	5%

Average Time to Go Live (Months) — 1.2

Average Contract Term (Months) — 5.3

Estimated Payback (Months) — 13.7

Average User Adoption — 69%

Constant Contact

Endurance International Group

Burlington, MA

1001-5,000 employees

Constant Contact helps small businesses, nonprofits, and individuals navigate the power and potential of the internet with a robust suite of web building, e-commerce, domain, logo making, and online marketing tools.

www.constantcontact.com | Twitter: @Domaindotcom

Overall Satisfaction
89%

Ease of Use
87%

Ease of Setup
86%

Quality of Support
85%
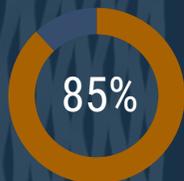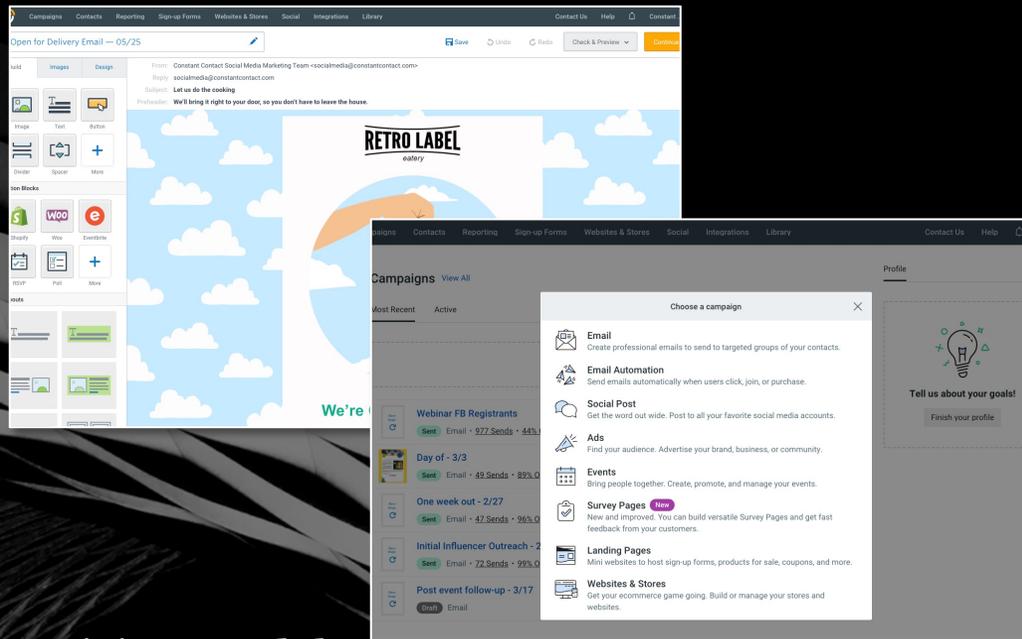
Pricing Model

- Email plan: Starts at $20 per month
- Email Plus plan: free trial

Reasons To Buy

- Easy to use your contacts to craft email marketing geared towards those contacts.
- Drag and drop option makes it easy and fast to build an email campaign

Reasons To Pass

- Pricing is slightly above average for small customers

Customer by Size
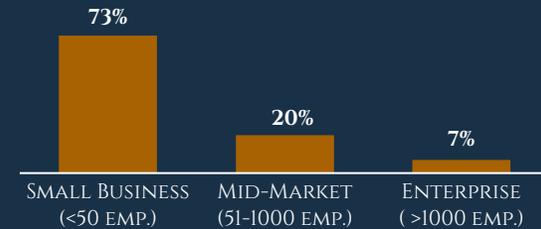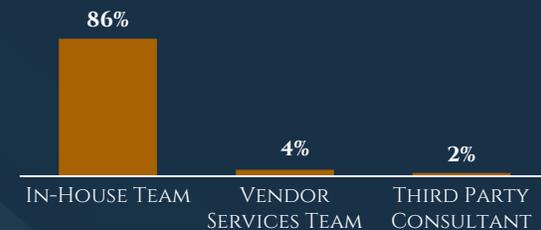
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
73%	20%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
86%	4%	2%

Average Time to Go Live (Months) — 1.5

Average Contract Term (Months) — 4.0

Estimated Payback (Months) — 14.3

Average User Adoption — 62%

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Klaviyo

Klaviyo

Boston, MA

501-1,000 employees

Klaviyo is a marketing automation platform. Powered by data, built for ecommerce and web businesses.
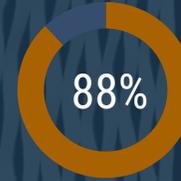
www.klaviyo.com | Twitter: @klaviyo
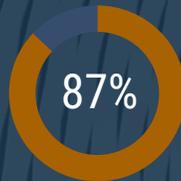
Pricing Model

- Free (0-250 contacts)
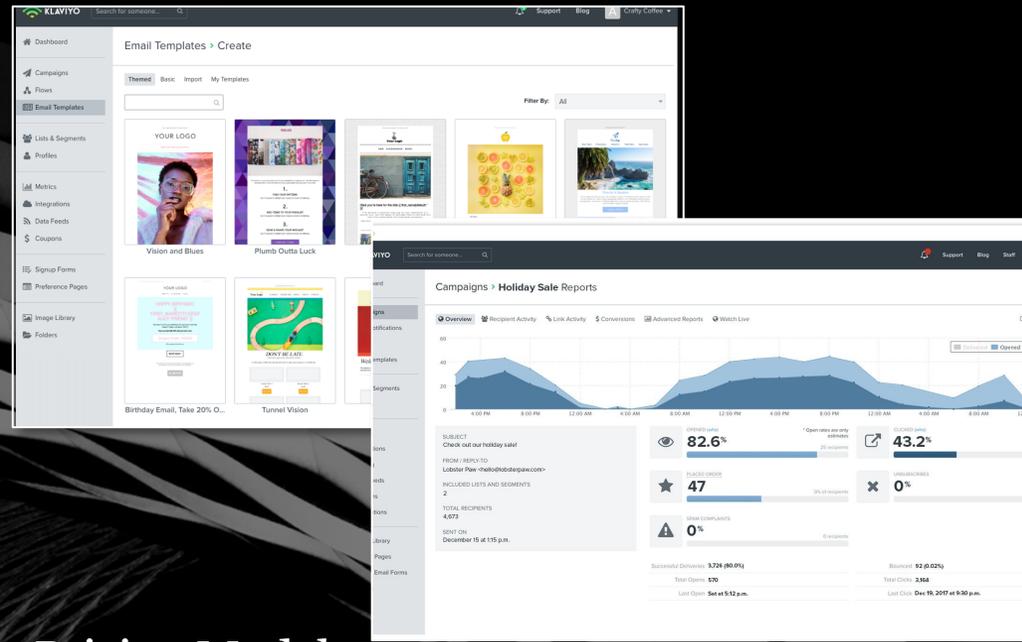- $20 (251-500 contacts)
- $30 (501-1000 contacts)
- $45(1001-1500 contacts)
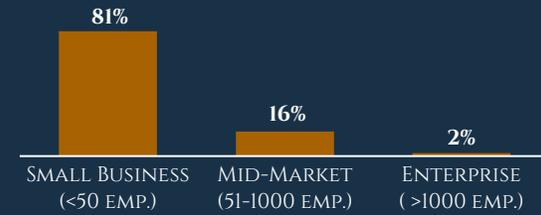- High Volume Senders: $750 per month (50,001 - 55,000 contacts)

Reasons To Buy

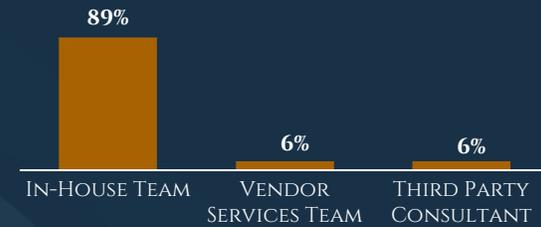- Interface is simple and easy to use
- Pre-made flows and templates.
- Intuitive and effective

Reasons To Pass

- Can feel overwhelming at first and may be hard to learn

Overall Satisfaction
85%

Ease of Use
89%

Ease of Setup
87%

Quality of Support
88%

Customer by Size

	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
	81%	16%	2%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
89%	6%	6%

Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 1.4

Estimated Payback (Months) — 4.7

Average User Adoption — 83%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Omnisend

Omnisend (previously Soundest)

London, United Kingdom

101-500 employees

Omnisend is an all-in-one omnichannel marketing automation platform for e-commerce. Omnisend powers users to improve engagement, customer retention, and purchase rate with highly targeted messages in all channels.

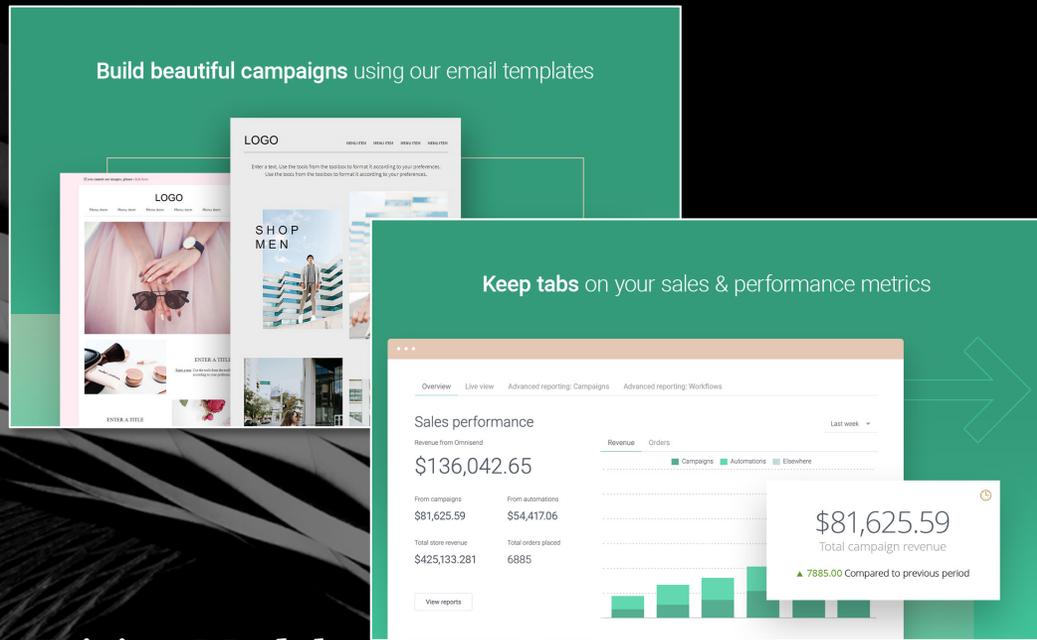www.omnisend.com | Twitter: @omnisend

Overall Satisfaction

92%

Ease of Use

94%

Ease of Setup

93%

Quality of Support

92%

Pricing Model

- Free: $0 per month
- Standard: from $16 per month
- Pro: from $59 per month

Reasons To Buy

- Setup is easy and intuitive
- Integration with Shopify store and additional apps is an asset
- Support is high-level and it offers extensive resources for self-learning

Reasons To Pass

- Cannot upload videos into campaign without a third-party plug-in
- Trial period is shorter than that of comparable apps

Customer by Size

89%	10%	1%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

89%	3%	2%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
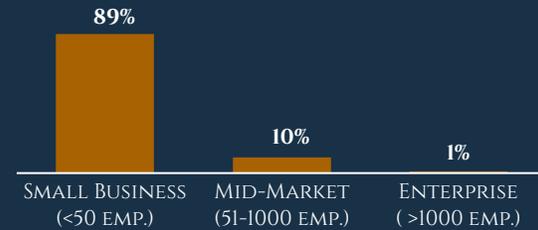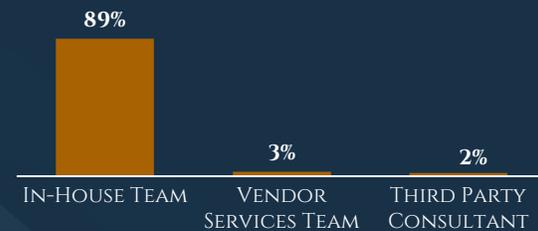
Average Time to Go Live (Months)	0.7
Average Contract Term (Months)	2.7
Estimated Payback (Months)	6.9
Average User Adoption	70%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Zoho Campaigns

Zoho Corporation Pvt. Ltd.
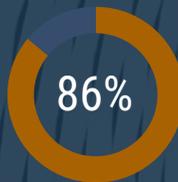
Austin, TX

10,001-15,000 employees

Zoho Campaigns is an email marketing automation product that helps users craft subscriber outreach messages by creating beautiful emails in minutes using pre-designed templates, layouts, and a drag-and-drop editor.

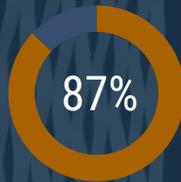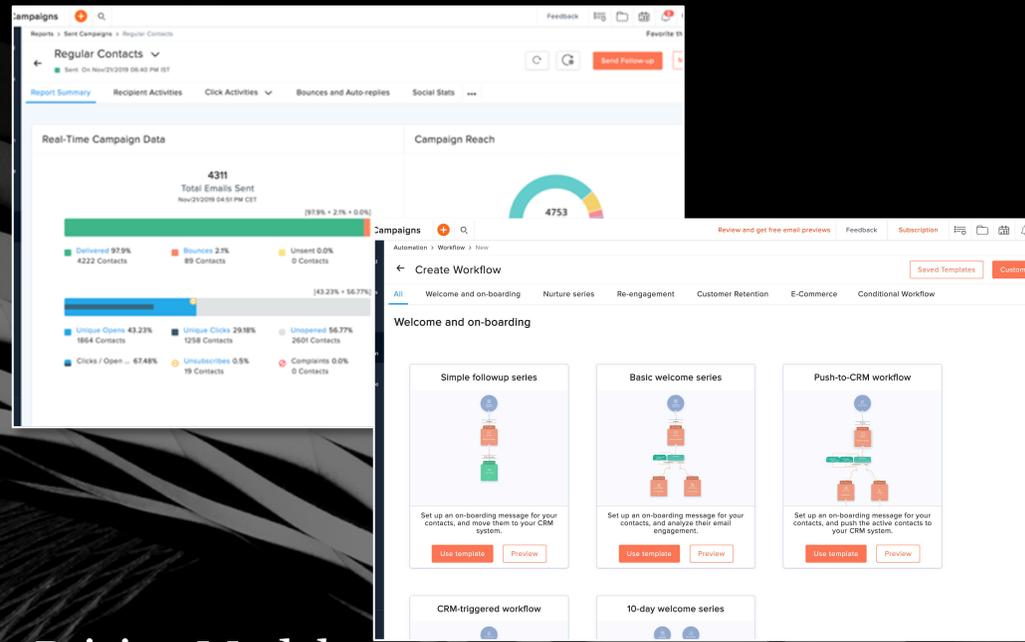www.zoho.com | Twitter: @zohocampaigns

Overall Satisfaction
69%

Ease of Use
88%

Ease of Setup
86%

Quality of Support
87%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
87%	12%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	3%	1%

Pricing Model

- Free: $0 per month (2,000 subscribers, 12,000 emails)
- Email-based: $3 per month (500 Email Credits)
- Subscriber-based: $5 per month (500 Subscribers)
- Pay-as-you-go: $6 per month (250 Email Credits)

Reasons To Buy

- Through synchronization with Zoho CRM, the functionalities grow higher, thus enabling better targeting
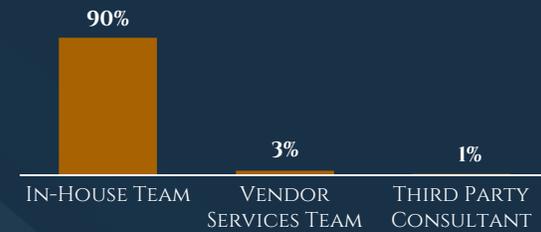- It is possible to configure email autoresponder

Reasons To Pass

- Integrates directly with 0365, but not with Gsuite yet
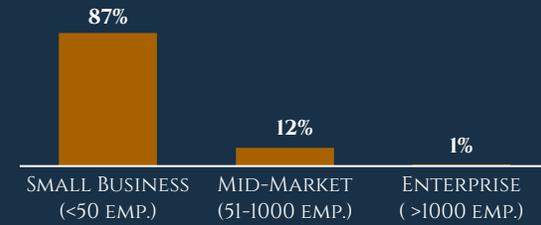
Average Time to Go Live (Months) 1.2

Average Contract Term (Months) 3.2

Estimated Payback (Months) 11.3
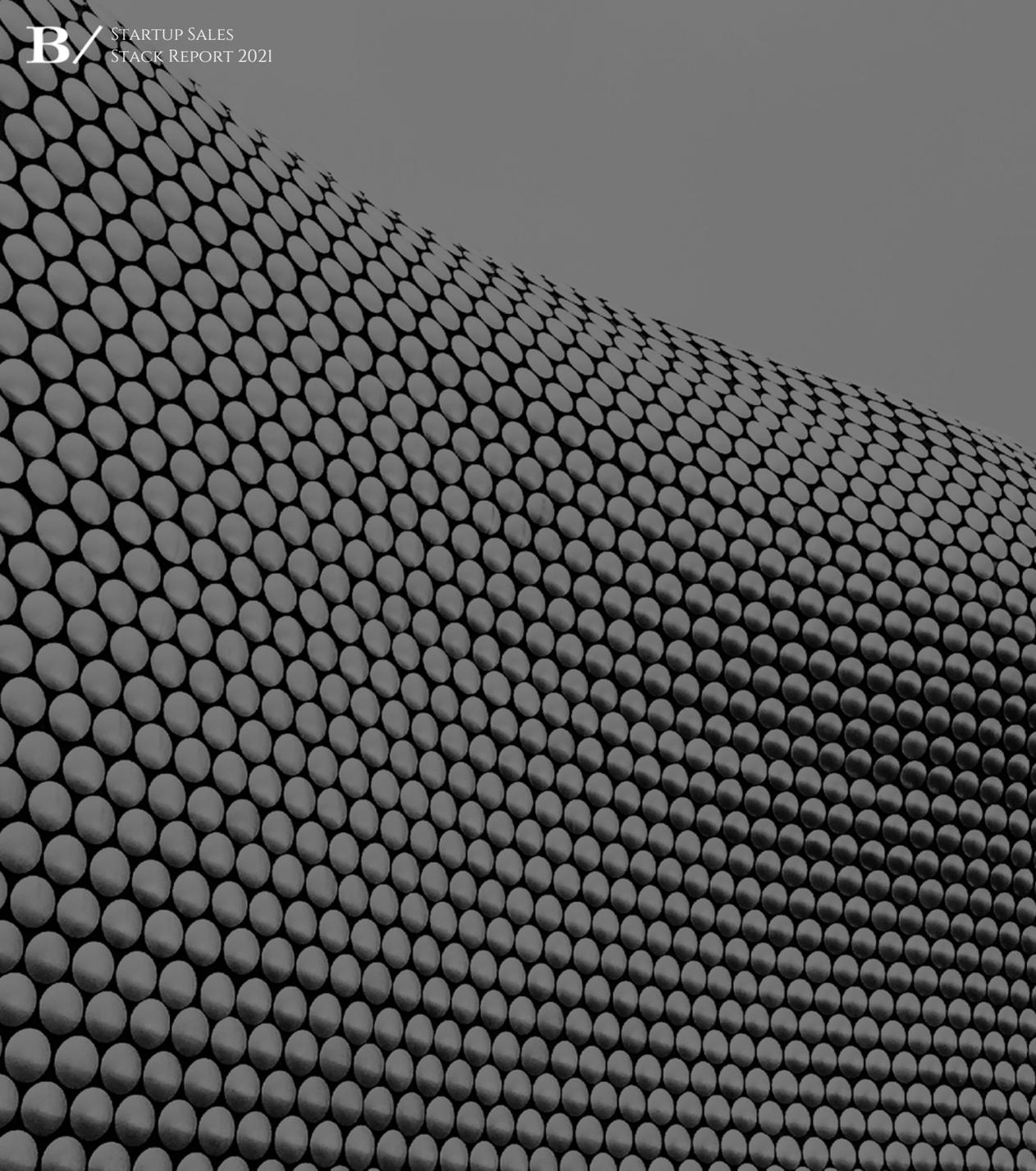
Average User Adoption 57%

Proposal

Tools that automate the proposal and RFP process by generating documents from a repository in multiple file formats, share them through multiple channels, and track the relative impact.

02

Additional products included in the category are: Qwilr, DocSend, Conga Document Generation, RFP360

Observations on Proposal and Criteria for Inclusion

Proposal tools are usually used to help sales or partnerships. Common integrations include CRM software, CPQ software, e-signature software, and accounting software.

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

- Provide a repository of documents and templates which can be used to quickly generate proposals

- Integrate with solutions like CRM and CPQ to pull product and customer data

- Offer functionality to quickly create and send proposals, allow edits and feedback during the proposal process, and track changes made

- Include analytics to evaluate the efficiency of the proposal process

PandaDoc

PandaDoc

San Francisco, CA

201-500 employees

PandaDoc is an app that lets users build, track, and sign docs all in one place. It can help automate workflow, discover what sells with built-in analytics, and get legally binding signatures in minutes.

www.pandadoc.com | Twitter: @pandadoc
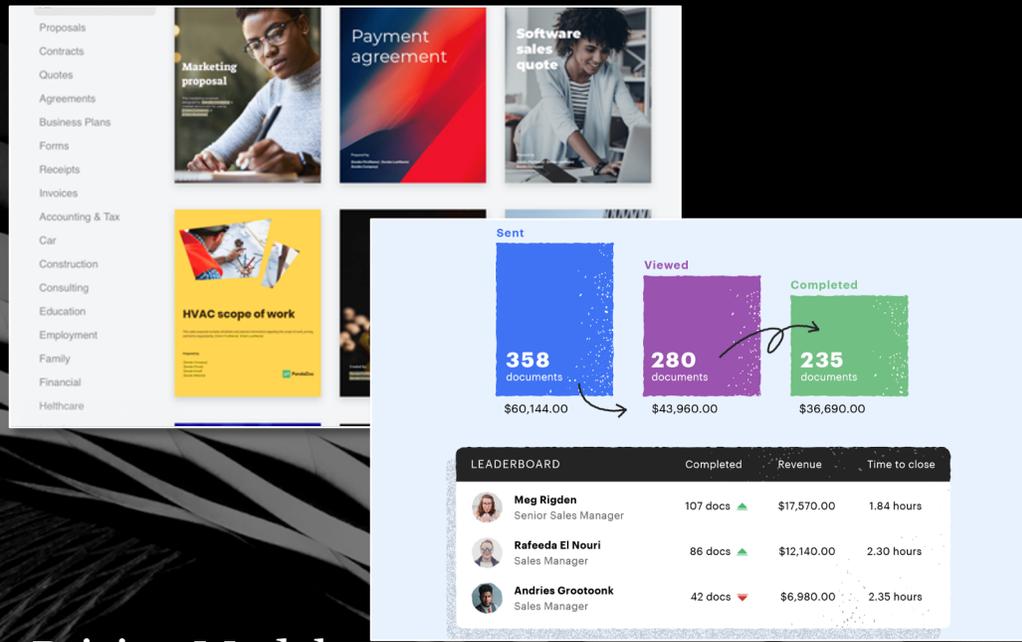
Overall Satisfaction

96%

Ease of Use

89%

Ease of Setup

89%

Quality of Support

90%

Pricing Model

- Free eSign: free
- Essentials: $19 per user per month
- Business: $49 per user per month
- Enterprise: Contact PandaDoc

Reasons To Buy

- Offers a varied and dynamic workflow management, accessible without the internet
- Provides flexible formatting and high degree of customization
- It is easy to perform audit records

Reasons To Pass

- Mobile adaptation is limited
- Cannot upload multiple documents at once
- File conversion might take significant time

Customer by Size
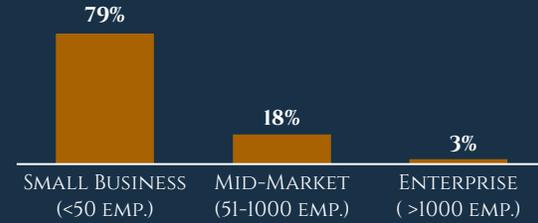
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
79%	18%	3%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
92%	2%	1%

Average Time to Go Live (Months) — 0.9

Average Contract Term (Months) — 6.7

Estimated Payback (Months) — 9.4

Average User Adoption — 82%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Proposify

Proposify.biz

Halifax, Canada

51-200 employees

Proposify helps sales teams streamline the process of creating, sending, and closing proposals, quotes, contracts, and other sales documents. It provides a simple way of delivering beautiful, winning proposals to clients.
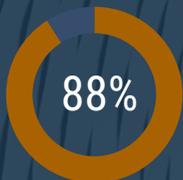
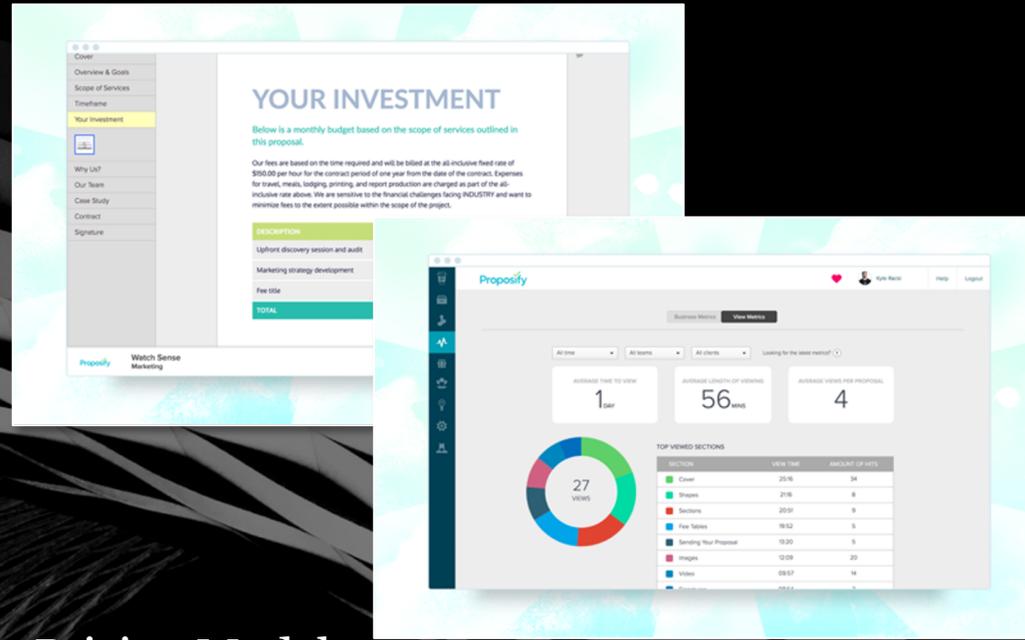www.proposify.com | Twitter: @proposify

Overall Satisfaction
96%

Ease of Use
88%

Ease of Setup
88%

Quality of Support
95%

Pricing Model

- Proposify Free: free
- Team Plan: $49 per user per month
- Business Plan: $590 per business per month

Reasons To Buy

- Beautiful templates makes it easy to build, tailor, and tweak proposals quickly
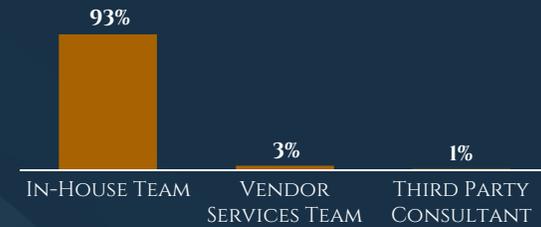- Function to live chat with client as they go through proposal is a value added

Reasons To Pass

- Drag and drop feature is limited
- Lacks search feature in the image library

Customer by Size

91%	8%	1%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

93%	3%	1%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
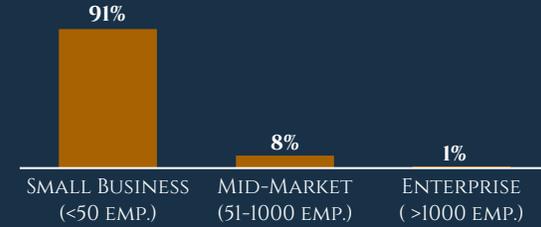
Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 4.0

Estimated Payback (Months) — 5.1

Average User Adoption — 81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

RFPIO

RFPIO

Beaverton, OR

51-200 employees

RFPIO is a cloud-based RFP software that eliminates the friction often associated with responding to Requests for Proposal (RFPs), through a no-nonsense set-up, simple and intuitive user interface, and robust integrations with Salesforce and Slack.

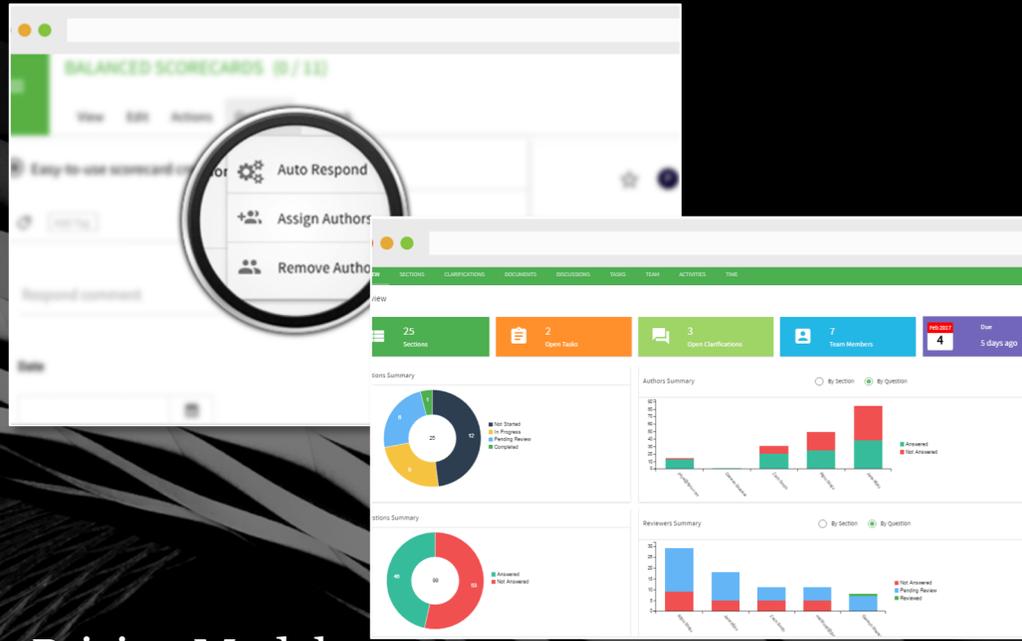www.rfpio.com | Twitter: @rfpioinc

Overall Satisfaction
93%

Ease of Use
93%

Ease of Setup
92%

Quality of Support
97%

Customer by Size

11%	52%	36%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

73%	12%	0%
In-House Team	Vendor Services Team	Third Party Consultant

Pricing Model

- RFPIO has not provided pricing information for this product or service. Contact RFPIO to obtain current pricing

Reasons To Buy

- Provides robust integrations with Salesforce and Slack
- Offers a large array of functions and customization to manage and respond to RFIs and RFPs
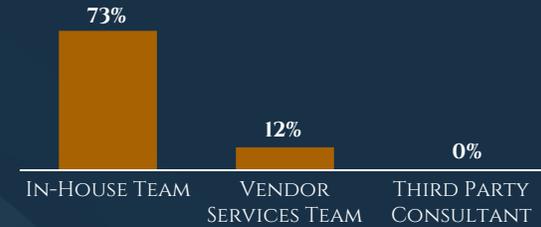
Reasons To Pass

- Flexibility is limited due to heavy automation
- Sometimes it can be difficult to manually change documents
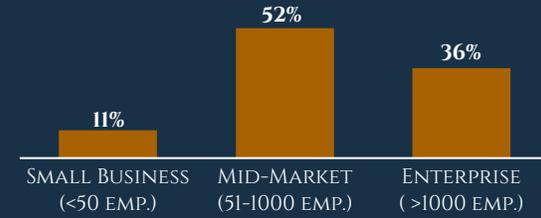
Average Time to Go Live (Months)
1.1

Average Contract Term (Months)
15.3

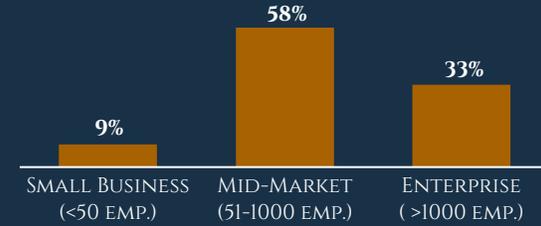Estimated Payback (Months)
8.7

Average User Adoption
65%

Loopio

Loopio Inc.

Toronto, Canada

51-200 employees

Loopio is a leading RFP Response Management software that helps businesses supercharge and scale their response process for RFPs, RFIs, Security Questionnaires, and more.

www.loopio.com | Twitter: @loopioinc

Overall Satisfaction
93%

Ease of Use
95%

Ease of Setup
91%

Quality of Support
97%
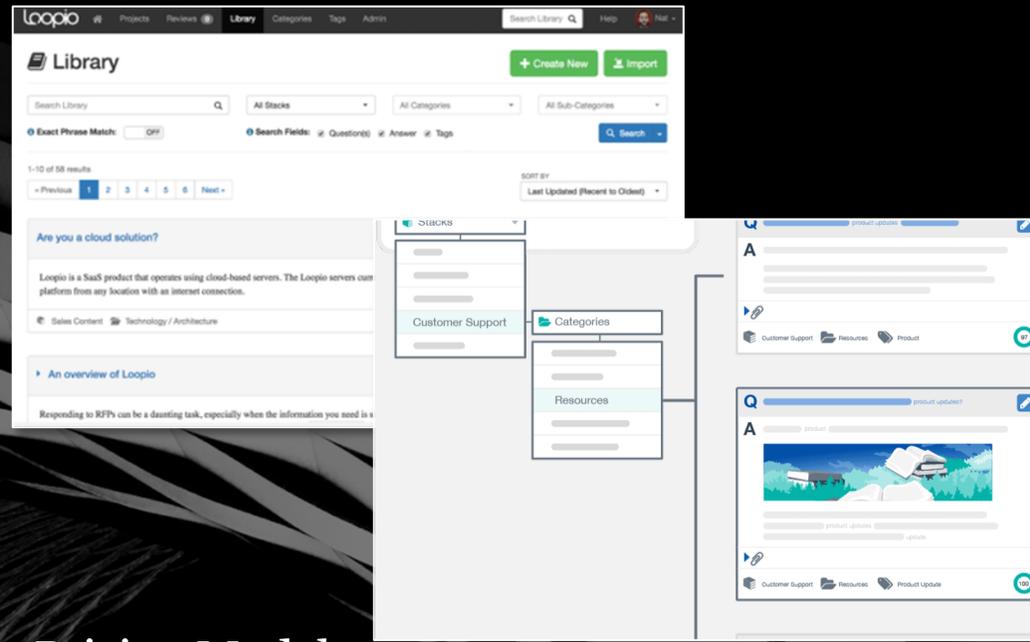
Pricing Model

- Loopio has not provided pricing information for this product or service. Contact Loopio to obtain current pricing

Reasons To Buy

- Collaboration tools make it easy to manage ongoing and multiple projects at the same time
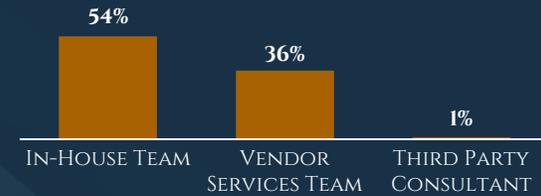- Home dashboard gives a comprehensive view of everything that is going on

Reasons To Pass

- Search function still has room for improvement

Customer by Size

- Small Business (<50 emp.): 9%
- Mid-Market (51-1000 emp.): 58%
- Enterprise (>1000 emp.): 33%

Implementation Method[1]

- In-House Team: 54%
- Vendor Services Team: 36%
- Third Party Consultant: 1%

Average Time to Go Live (Months): **1.1**

Average Contract Term (Months): **12.0**

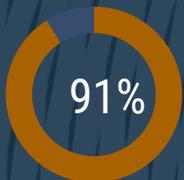Estimated Payback (Months): **9.1**

Average User Adoption: **74%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

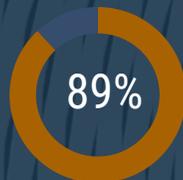# DealHub.io

DealHub.io

Los Altos, CA

51-200 employees
Easy to set up and easy to use, DealHub award-winning Sales Engagement and CPQ platform lets you share relevant content, quickly produce error-free quotes, track buyer engagement and automate sales workflows and approvals. DealHub is fully native within Salesforce and Microsoft Dynamics CRM.

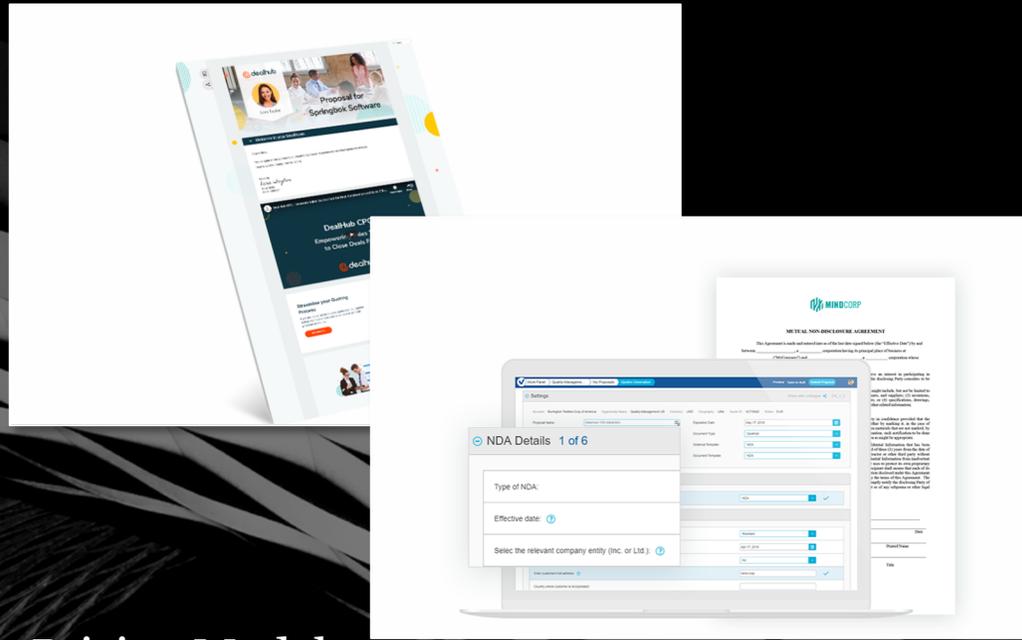www.dealhub.io | Twitter: @DealHubIO

Overall Satisfaction
96%

Ease of Use
95%

Ease of Setup
89%

Quality of Support
97%

Pricing Model

- DealHub.io has not provided pricing information for this product or service. Contact DealHub.io to obtain current pricing
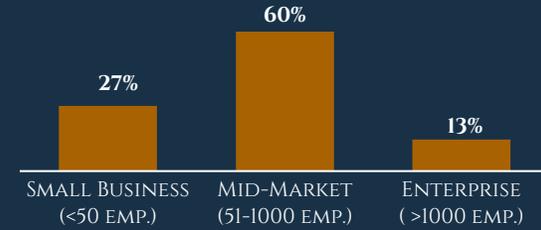
Reasons To Buy

- Collaboration tools make it easy to manage ongoing and multiple projects at the same time
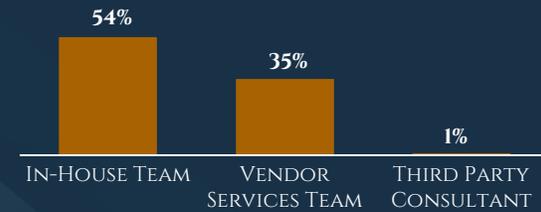- Home dashboard gives a comprehensive view of everything that is going on

Reasons To Pass

- Search function still has room for improvement

Customer by Size

27% — Small Business (<50 emp.)
60% — Mid-Market (51-1000 emp.)
13% — Enterprise (>1000 emp.)

Implementation Method[1]

54% — In-House Team
35% — Vendor Services Team
1% — Third Party Consultant

Average Time to Go Live (Months)
2.7

Average Contract Term (Months)
15.4

Estimated Payback (Months)
10.5

Average User Adoption
77%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

25

Convert

Contract Management

Tools that automate the creation, tracking, and monitoring of contracts, enabling multiple stakeholders to participate in the contracting process to ensure compliance with laws, regulations, and company rules.

03

Additional products included in the category are: PandaDoc, GetAccept, Scout RFP, a Workday Company, DocuSign CLM, ContractWorks

Observations on Contract Management and Criteria for Inclusion

Contract management software typically fits into a portfolio of tools used to handle overall vendor or contractor relationships and commonly integrates into CRM software, proposal software, accounting software, and e-signature software.

To qualify for inclusion in the Contract Management category, a product must:

- Include a repository of documents which can be stored in different categories for each type of contract

- Offer templates which can be customized by the users involved in the creation of business contracts

- Provide the ability to easily create, edit, share, and collaborate on contracts internally (with other employees) and externally (with customers or partners)

- Enable users to send notifications for significant milestones, like contract expiry or renewal

- Comply with business legal requirements as well as with the internal business rules of the parties involved in the contract

PandaDoc

PandaDoc

San Francisco, CA

501-750 employees

PandaDoc provides an all-in-one document workflow automation platform that helps fast scaling teams accelerate the ability to create, manage, and sign digital documents including proposals, quotes, contracts, and more.

www.pandadoc.com | Twitter: @pandadoc

Overall Satisfaction
98%

Ease of Use
92%

Ease of Setup
91%

Quality of Support
91%

Customer by Size

- Small Business (<50 emp.): 77%
- Mid-Market (51-1000 emp.): 19%
- Enterprise (>1000 emp.): 4%

Implementation Method[1]

- In-House Team: 88%
- Vendor Services Team: 4%
- Third Party Consultant: 1%

Average Time to Go Live (Months): 1.2

Average Contract Term (Months): 6.3

Estimated Payback (Months): 9.8

Average User Adoption: 80%

Pricing Model

- Free eSign: free
- Essentials: $19 per user per month
- Business: $49 per user per month
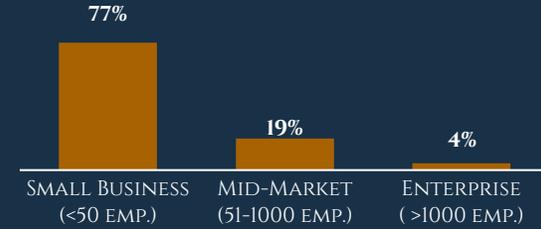- Enterprise: Contact PandaDoc

Reasons To Buy

- Offers a varied and dynamic workflow management, accessible without the internet
- Provides flexible formatting and high degree of customization
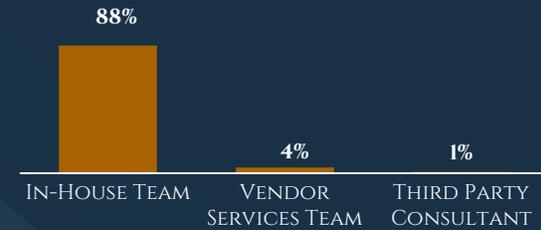- Easy to use, intuitive, and integrates

Reasons To Pass

- Mobile adaptation is limited
- Cannot upload multiple documents at once
- File conversion might take time

Sent: 358 documents $60,144.00
Viewed: 280 documents $43,960.00
Completed: 235 documents $36,690.00

LEADERBOARD

	Completed	Revenue	Time to close
Meg Rigden — Senior Sales Manager	107 docs	$17,570.00	1.84 hours
Rafeeda El Nouri — Sales Manager	86 docs	$12,140.00	2.30 hours
Andries Grootoonk — Sales Manager	42 docs	$6,980.00	2.35 hours

Proposals
Contracts
Quotes
Agreements
Business Plans
Forms
Receipts
Invoices
Accounting & Tax
Car
Construction
Consulting
Education
Employment
Family
Financial
Healthcare

Proposify

Proposify

Halifax, Canada

101-500 employees

Proposify helps sales teams streamline the process of creating, sending, and closing proposals, quotes, contracts, and other sales documents. It provides a simple way of delivering beautiful, winning proposals to clients.

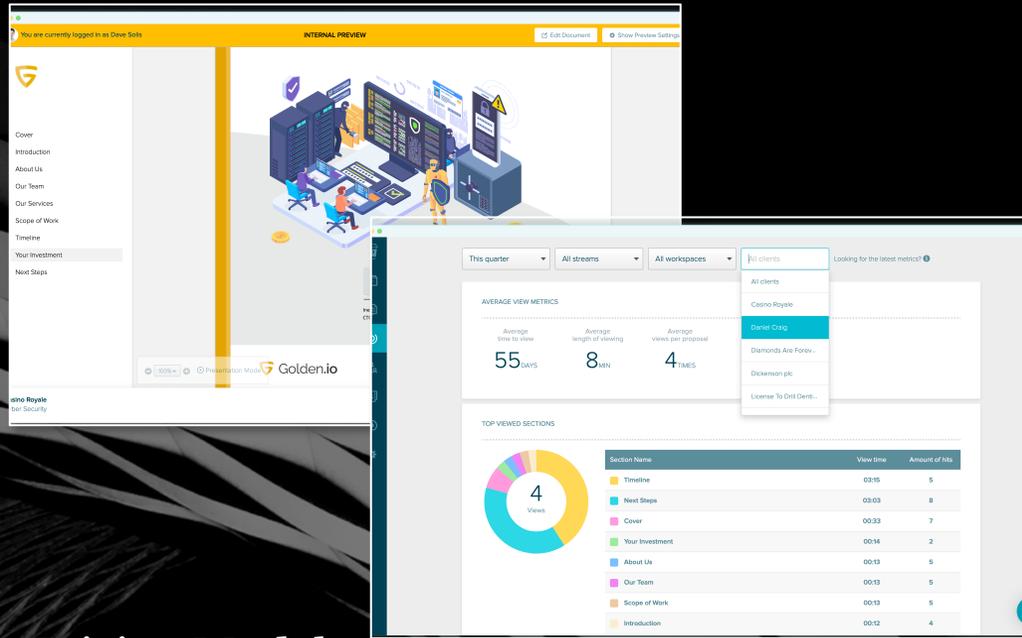www.proposify.com | Twitter: @proposify

Overall Satisfaction
96%

Ease of Use
87%

Ease of Setup
85%

Quality of Support
96%

Pricing Model

- Basic: free for 1 user
- Team Plan: $49 per month
- Business Plan: $590 per month

Reasons To Buy

- Beautiful templates makes it easy to build, tailor, and tweak proposals quickly
- Function to live chat with client as they go through proposal is a value added

Reasons To Pass

- Drag and drop feature is limited
- Lacks search feature in the image library

Customer by Size

91%	8%	<1%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

94%	2%	<1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 4.4

Estimated Payback (Months) — 5.3

Average User Adoption — 78%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Accelo

Accelo

San Francisco, CA

101-500 employees

Accelo helps manage your entire business from one simple place. From prospect to payment, automate your processes and gain the visibility you need to grow your business.

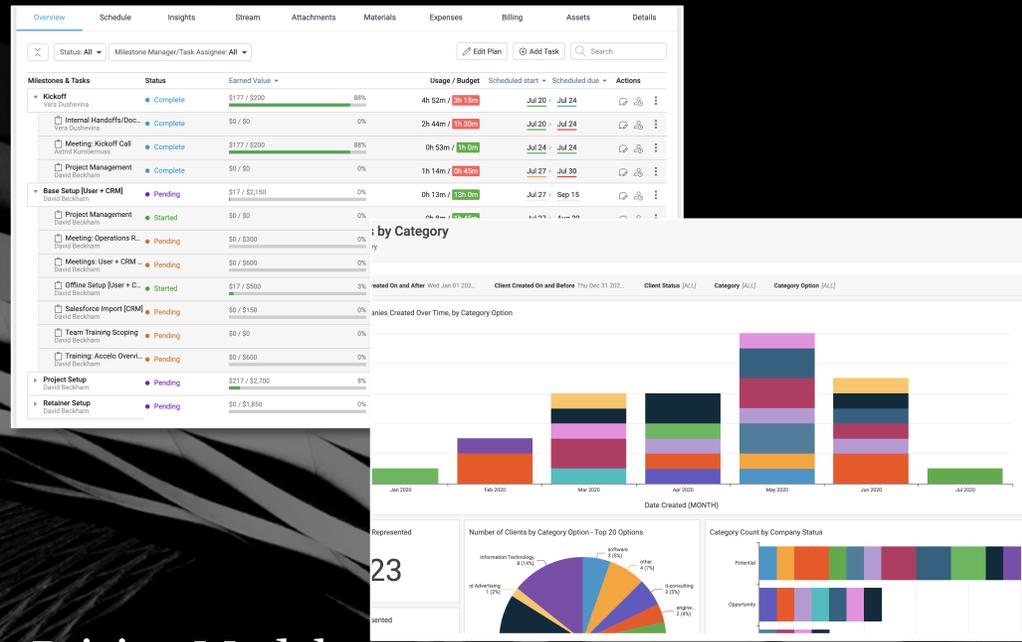www.accelo.com | Twitter: @accelo

Overall Satisfaction
86%

Ease of Use
86%

Ease of Setup
75%

Quality of Support
93%

Pricing Model

- Plus: $24 per user
- Premium: $39 per user

Reasons To Buy

- User friendly and promotes productivity
- Real time task tracking
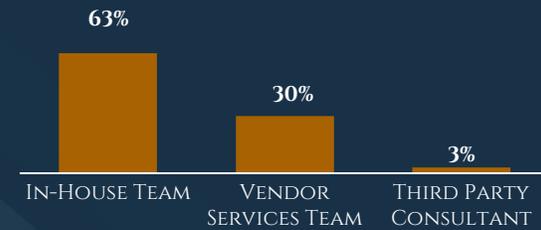- Fantastic onboarding

Reasons To Pass

- Customer service could be improved
- Integration could be more robust

Customer by Size
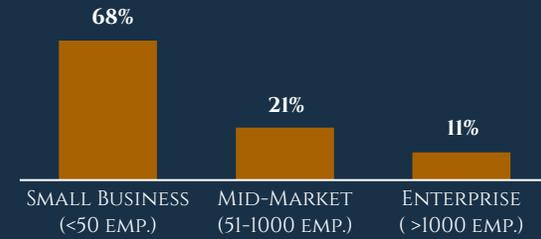
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
68%	21%	11%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
63%	30%	3%

Average Time to Go Live (Months) — 1.9

Average Contract Term (Months) — 4.1

Estimated Payback (Months) — 11.3

Average User Adoption — 87%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

DealHub.IO

DealHub

Los Altos, CA

101-200 employees

DealHub is easy to set up and easy to use. Sales Engagement and CPQ platform lets you share relevant content, quickly produce error-free quotes, track buyer engagement and automate sales workflows and approvals. DealHub is fully native within Salesforce and Microsoft Dynamics CRM
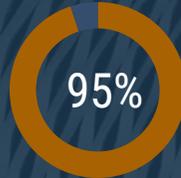
.www.dealhub.io | Twitter: @DealHubIO

Overall Satisfaction
96%

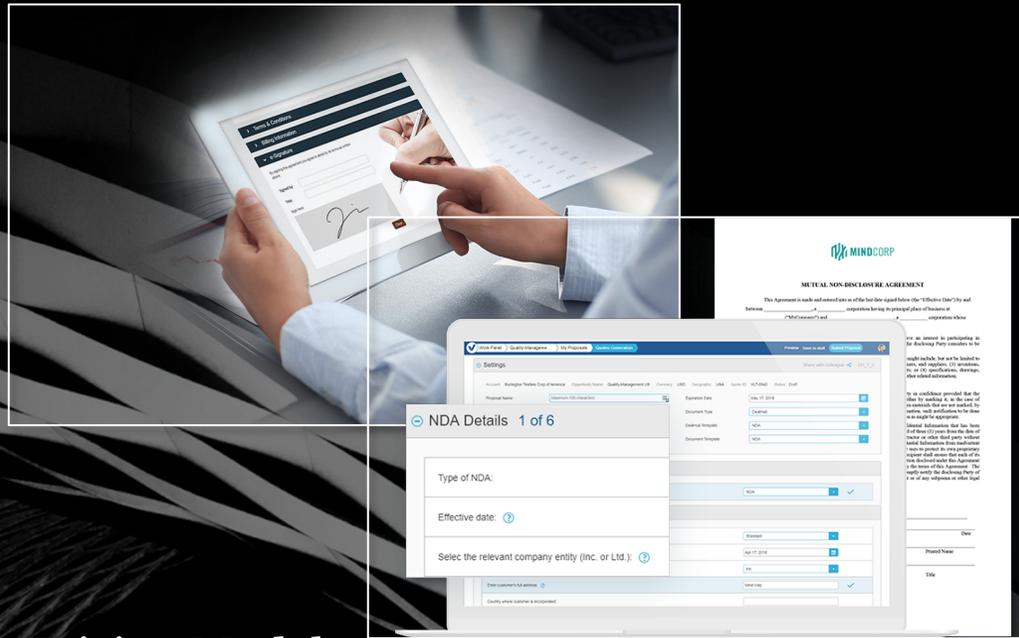## Ease of Use
95%

Ease of Setup
90%

Quality of Support
97%

Pricing Model

- DealHub has not provided pricing information for this product or service. Contact DealHub to obtain current pricing
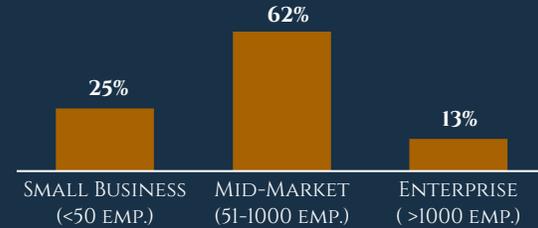
Reasons To Buy

- Very responsive and knowledgeable
- Flexible enough to support our start-ups quickly changing needs
- Excellent and intutitive quoting tool

Reasons To Pass

- Required standardization around proposal documents

Customer by Size

	25%	62%	13%
	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

57%	36%	<1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months)	2.5
Average Contract Term (Months)	17
Estimated Payback (Months)	10.8
Average User Adoption	79%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

GetAccept

GetAccept Inc.

Palo Alto, CA

51-200 employees

GetAccept is an all-in-one solution for e-signature, contract management, proposal creation, sales collateral management, document tracking and prospecting. It is used by sales, HR, customer success, and development teams. Personal video messaging, live chat and analytics are among the most popular features in GetAccept.

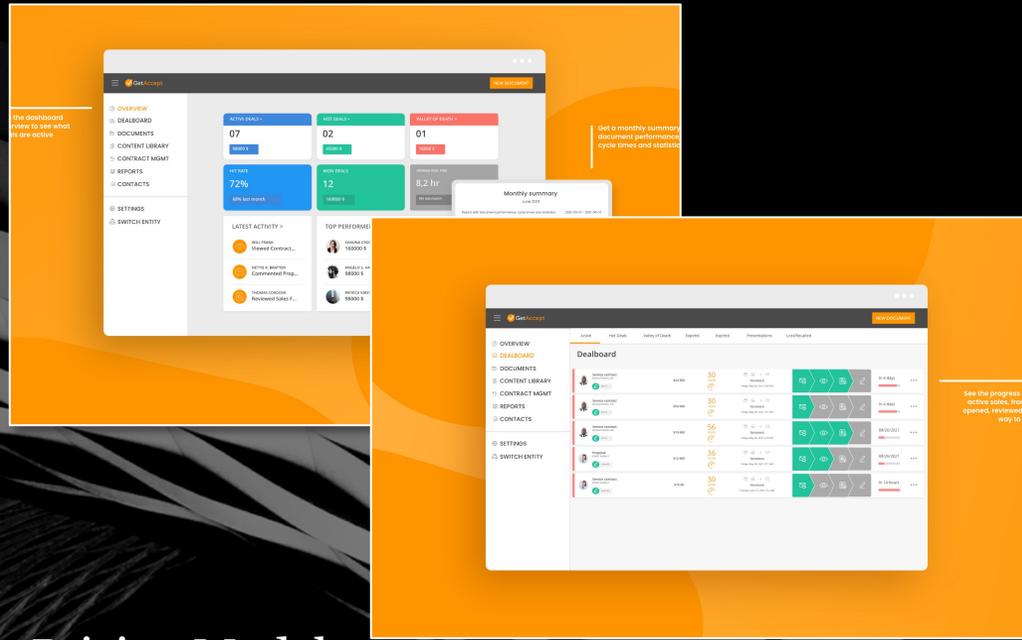www.getaccept.com | Twitter: @getaccept

Overall Satisfaction
87%

Ease of Use
89%

Ease of Setup
88%

Quality of Support
92%

Pricing Model

- Essential: $15 per user per month
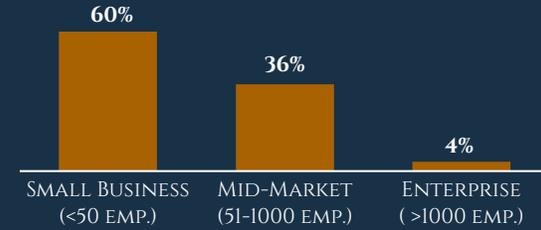- Pro: $49 per user per month

Reasons To Buy

- Ability to view updates in real-time helps maintain a timely communication with clients
- Modern user interface makes it easy for both user and customer to navigate
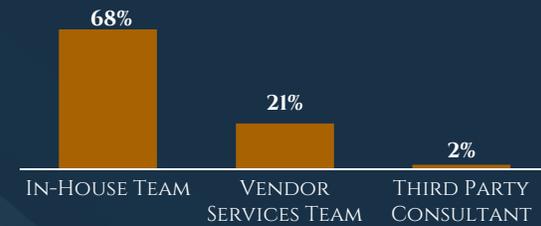
Reasons To Pass

- Hubspot integration is still not fully smooth
- Mobile application does not replicate all the functionalities of the desktop version

Customer by Size

- Small Business (<50 emp.): 60%
- Mid-Market (51-1000 emp.): 36%
- Enterprise (>1000 emp.): 4%

Implementation Method[1]

- In-House Team: 68%
- Vendor Services Team: 21%
- Third Party Consultant: 2%

Average Time to Go Live (Months)
1.0

Average Contract Term (Months)
9.1

Estimated Payback (Months)
13

Average User Adoption
70%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

E-Signature

Tools that facilitate the encrypted distribution of legally sensitive documents for the collection of electronic signatures.

Additional products included in the category are: SignEasy, pdfFiller, Adobe Sign

04

Observations on E-Signature and Criteria for Inclusion

E-signature software frequently integrates into third-party applications, including CRM software, ERP systems, HR management suites, and accounting to facilitate quote, contract, and supplier management efforts.

To qualify for inclusion in the E-Signature category, a product must:

Allow both sender and recipient users to sign documents on a variety of devices and operating systems

Encrypt and secure communications and shared documents between the users of the solution

Track document status and notify users when actions are required (sign, approve, etc.)

Enable users to define user roles and permission rights both internally as well as for external users (contractors, partners, customers, etc.)

Offer built-document creation and storage capabilities or integrate into third-party software solutions that provide document creation or storage features

DocuSign

DocuSign

San Francisco, CA

1,001-5,000 employees

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 method for signing electronically on practically any device, from almost anywhere, at any time.

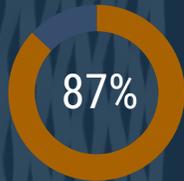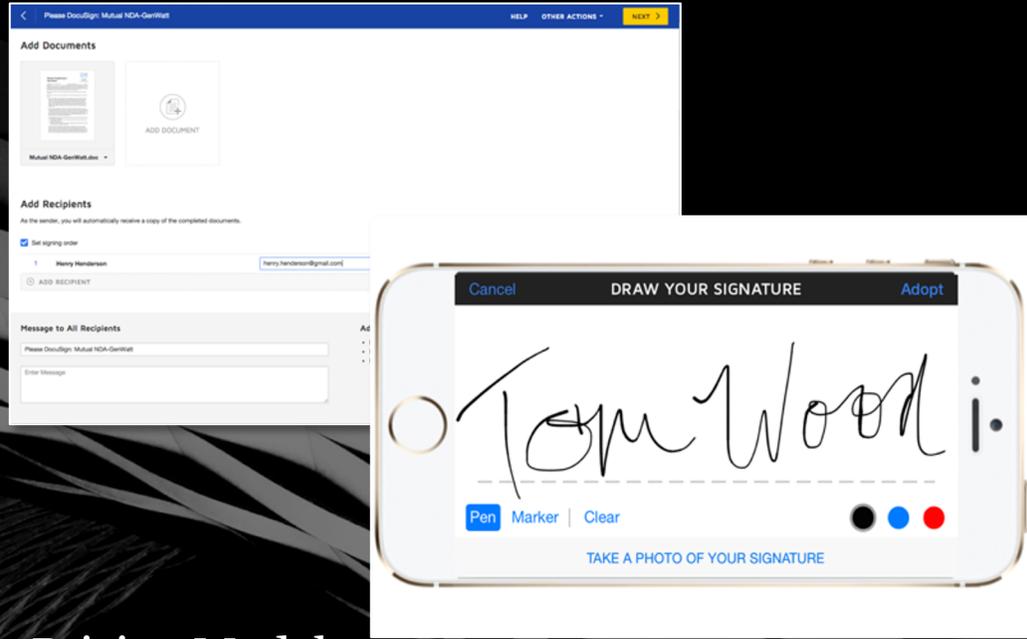www.docusign.com | Twitter: @DocuSign

Overall Satisfaction
94%

Ease of Use
92%

Ease of Setup
86%

Quality of Support
87%

Pricing Model

- Individual: $10 per month (Signing Made Simple)

- Standard: $25 per month (Business Essentials)

- Business: $40 per month (Advanced Features)

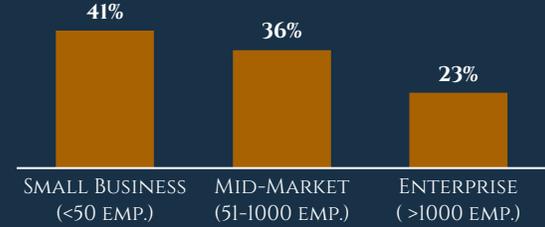- Business Premium: $135 per month per user (Power Plan)

Reasons To Buy

- User interface is modern and simple
- Mobile application works perfectly as the desktop application
- It is possible to create custom templates and save them for recurring use
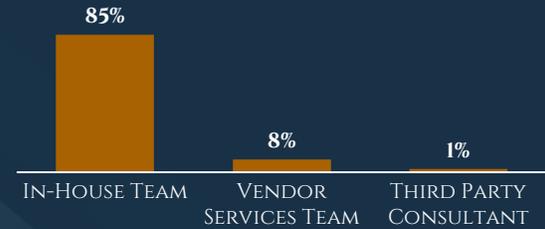
Reasons To Pass

- Cannot alter/modify documents after sending them (it is required to delete them and start over)

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
41%	36%	23%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	8%	1%

Average Time to Go Live (Months) — **1.3**

Average Contract Term (Months) — **11.2**

Estimated Payback (Months) — **11.7**

Average User Adoption — **70%**

HelloSign

HelloSign

San Francisco, CA

2,501-5,000 employees

Fast, secure, and legally binding e-signatures for business.

www.hellosign.com | Twitter: @HelloSign

Overall Satisfaction

97%

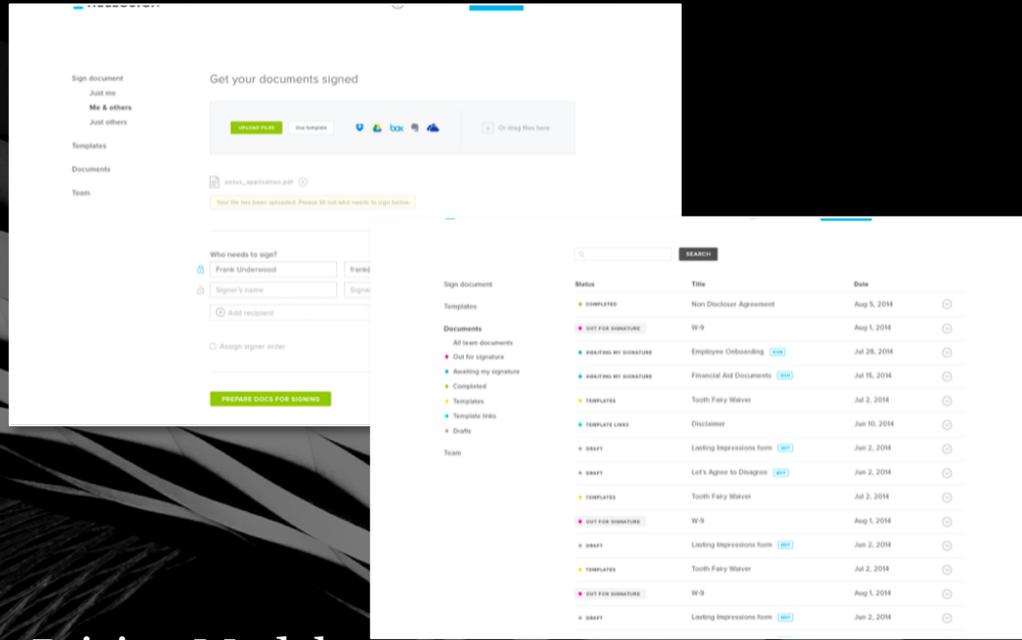## Ease of Use

94%

Ease of Setup

94%

Quality of Support

92%

Pricing Model

- Free: free

- Essentials: $15 per user per month, billed annually

- Business: $40 per user per month, billed annually

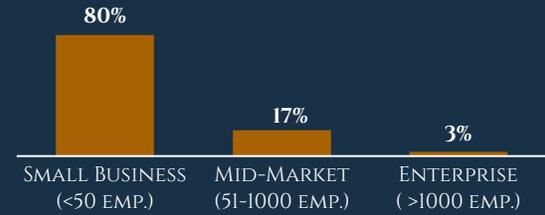- Enterprise: Contact Hello Sign

Reasons To Buy

- It is easy to use and user friendly

- Offers option to make reusable forms

- It is possible to add multiple files onto one upload to send to a client for signature

Reasons To Pass

- Lacks customizability options for branding

Customer by Size

80%	17%	3%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

88%	2%	1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.3

Average Contract Term (Months) — 5.8

Estimated Payback (Months) — 9.2

Average User Adoption — 79%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

36

PandaDoc

PandaDoc

San Francisco, California

501-1,000 employees

PandaDoc is an app that lets you build, track, and sign your docs all in one place. Automate your workflow, discover what sells with built in analytics, and get legally binding signatures within minutes.

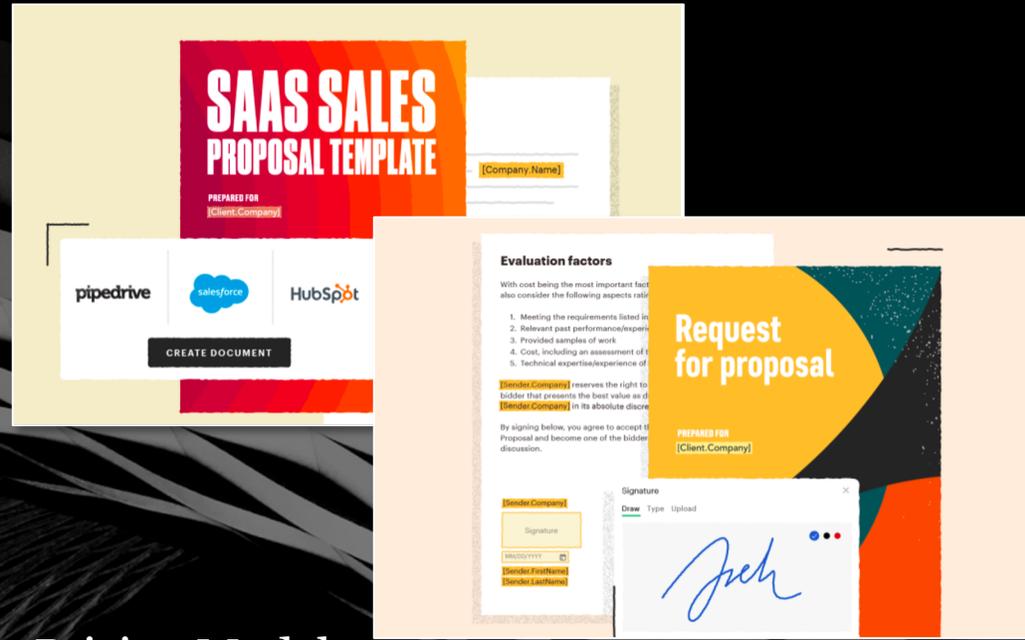www.pandadoc.com | Twitter: @pandadoc

Overall Satisfaction
97%

Ease of Use
92%

Ease of Setup
90%

Quality of Support
91%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
70%	20%	3%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
89%	3%	1%

Pricing Model

- Free: free

- Essentials: $19 per user per user per month

- Business: $49 per user per month

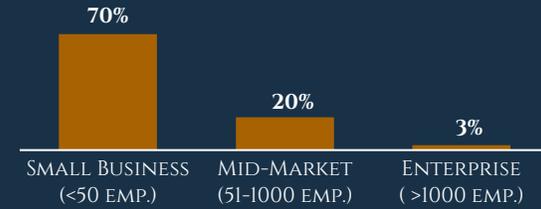- Enterprise: Contact PandaDoc

Reasons To Buy

- It is simple and straightforward, with an attractive price for small businesses
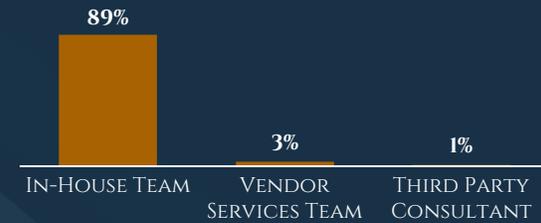
Reasons To Pass

- Lacks customization and add-on costs of automation integration can make it a costly monthly expense.

Average Time to Go Live (Months)	1.1
Average Contract Term (Months)	5.9
Estimated Payback (Months)	9.0
Average User Adoption	81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

SignNow

SignNow

Boston, MA

251-500 employees

signNow is an award-winning e-signature solution used by millions of people to sign, send, and manage documents on any device. E-signature users rate signNow ahead of competitors in key categories like Setup, Maintenance, Support, Ease of Business, and Signature Process.

www.signnow.com | Twitter: @signnow

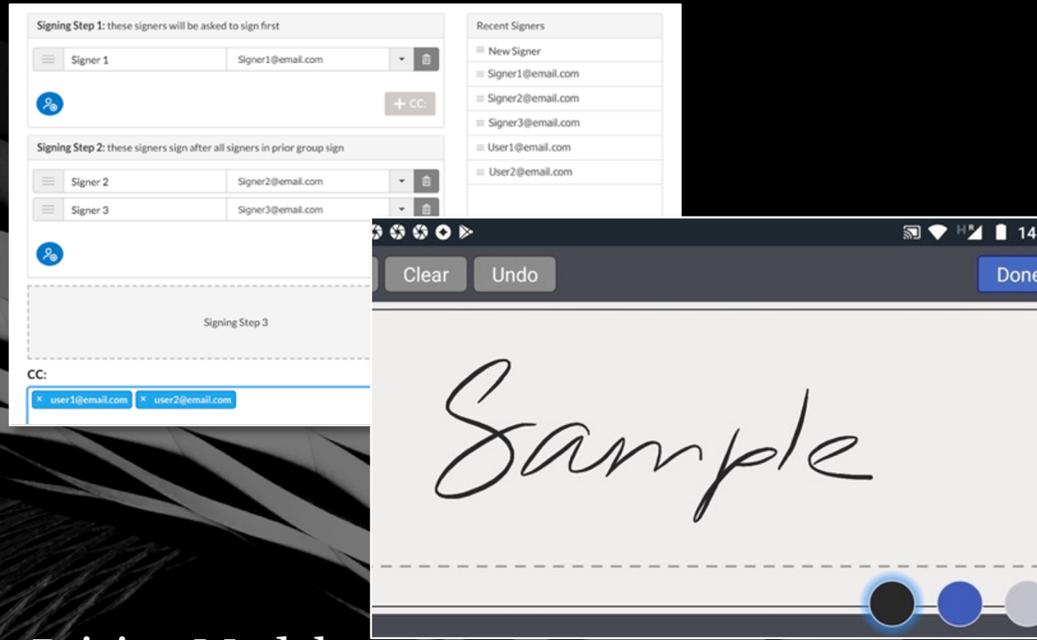| Overall Satisfaction	Ease of Use
95%	92%
Ease of Setup	**Quality of Support**
91%	89%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
73%	21%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	3%	1%

Pricing Model

- signNow Business: $8 per user per month
- signNow Business Premium: $15 per user per month
- signNow Enterprise: $30 per user per month
- airSlate Business Cloud: $50 per user per month

Reasons To Buy

- Offers the ability to automate the sending of group documents upon completion of a prior document
- Offers generous trial phase (send up to 50 documents per day)
- Setup is fast and intuitive

Reasons To Pass

- It is not possible to edit/remove documents from a document template group once it has been sent
- Presents some usability issues due to small team and new product
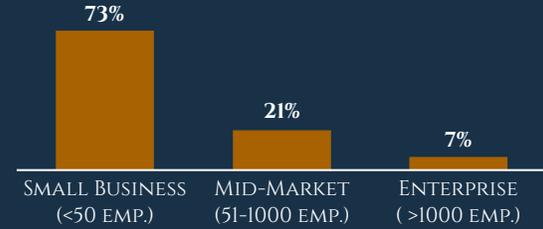
Average Time to Go Live (Months)	1.1
Average Contract Term (Months)	8.3
Estimated Payback (Months)	10.0
Average User Adoption	75%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Eversign

Apilayer

Vienna, Austria

11-50 employees

The goal of Eversign is to help both small and large businesses transition to paperless systems and improve workflow efficiency.

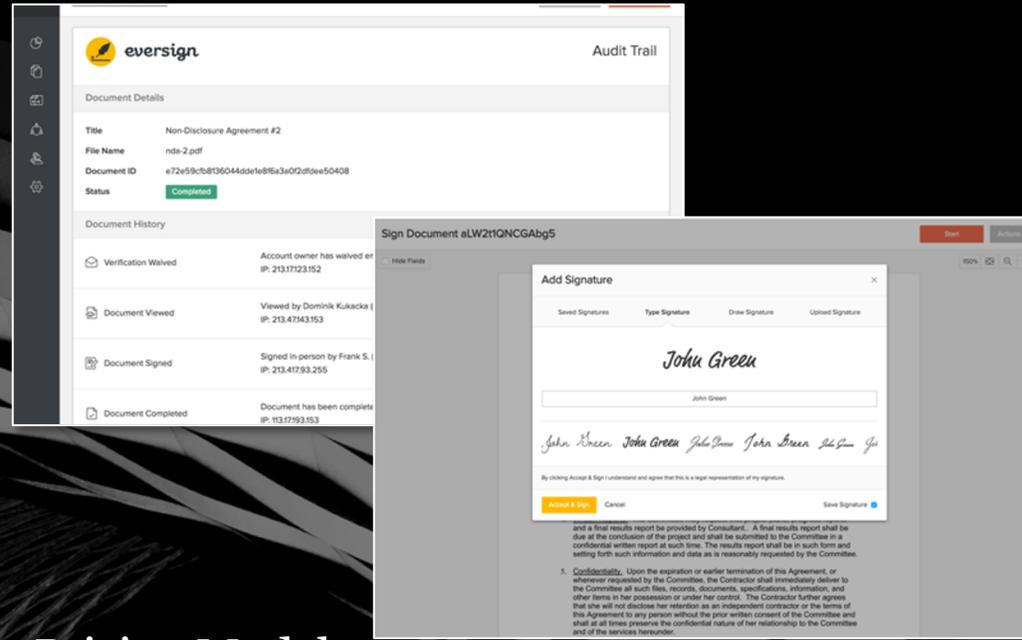www.eversign.com | Twitter: @geteversign

Overall Satisfaction

98%

Ease of Use

93%

Ease of Setup

95%

Quality of Support

94%

Pricing Model

- Free: $0.00 per month

- Basic: $9.99 per month (ideal for small teams)

- Professional: $39.99 per month (for up to five team members)

- Professional Plus: $79.99 per month (for up to 15 team members)

Reasons To Buy

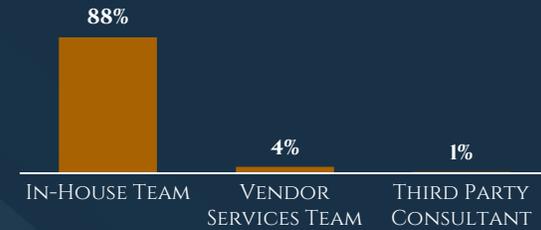- Offers all the basic functions at a competitive price

Reasons To Pass

- No default templates are provided

Customer by Size

	91%		
		6%	3%
Small Business (<50 emp.)		Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

88%		
	4%	1%
In-House Team	Vendor Services Team	Third Party Consultant
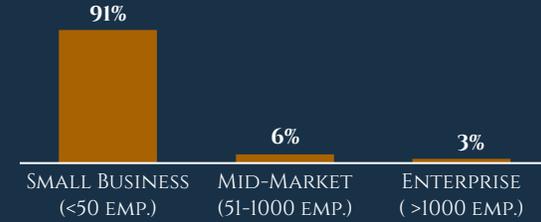
Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 2.3

Estimated Payback (Months) — 7.4

Average User Adoption — 71%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

39

B/

Sales Coaching

Tools that offer capture, analysis, and feedback related to sales calls to help refine technique, establish best practices, and improve sales win rates.

GONG	42
SALESLOFT	43
CHORUS.AI	44
MINDTICKLE	45
LESSONLY	46

Additional products included in the category are: RingDNA, Outreach, Brainshark, People.ai, Dialpad Sell

05
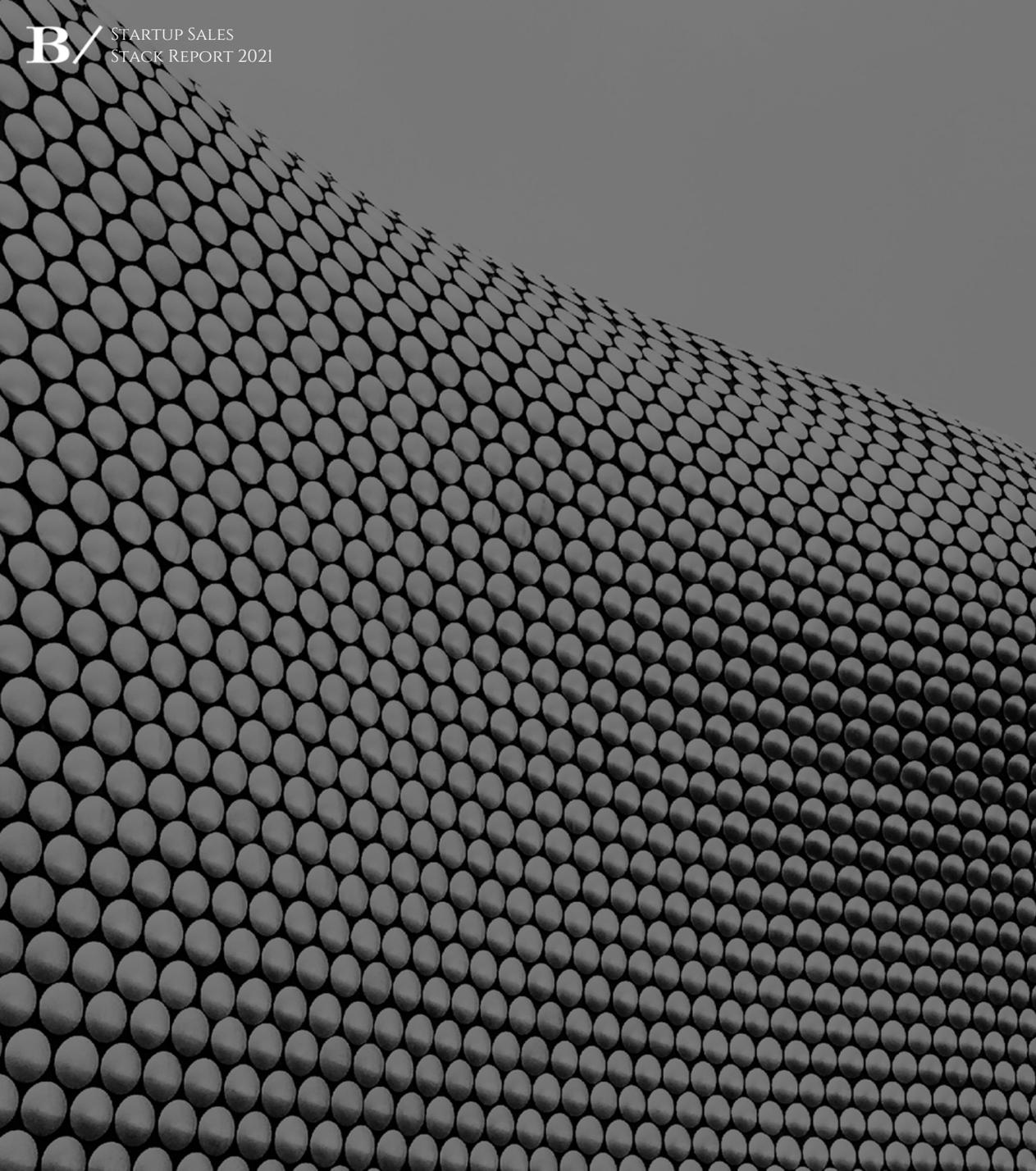
Observations on Sales Coaching and Criteria for Inclusion

Sales coaching software may integrate with outbound call tracking software to streamline cold dialing and lead follow-up calls and integrate with or share features of web conferencing software for joint/observed calls with clients. These tools may also integrate with sales enablement software and sales performance management software so sellers can access relevant resources and receive feedback on their overall success. Emails and calls captured within a sales coaching platform will often be tied to customer data in the company's CRM software.

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

- Offer capture, analysis, and feedback tools related to sales calls

- Help identify pivotal moments or opportunities in conversations as well as areas for improvement to share with the corresponding salesperson

- Integrate with call dialers and/or CRM software to pull and store sales call information

Gong

Gong

San Mateo, CA

501-1,000 employees

Gong.io enables revenue teams to realize their fullest potential by unveiling customer reality. The patented Gong Revenue Intelligence Platform captures and understands every customer interaction and then delivers insights at scale, empowering revenue teams to make decisions based on data instead of opinions.

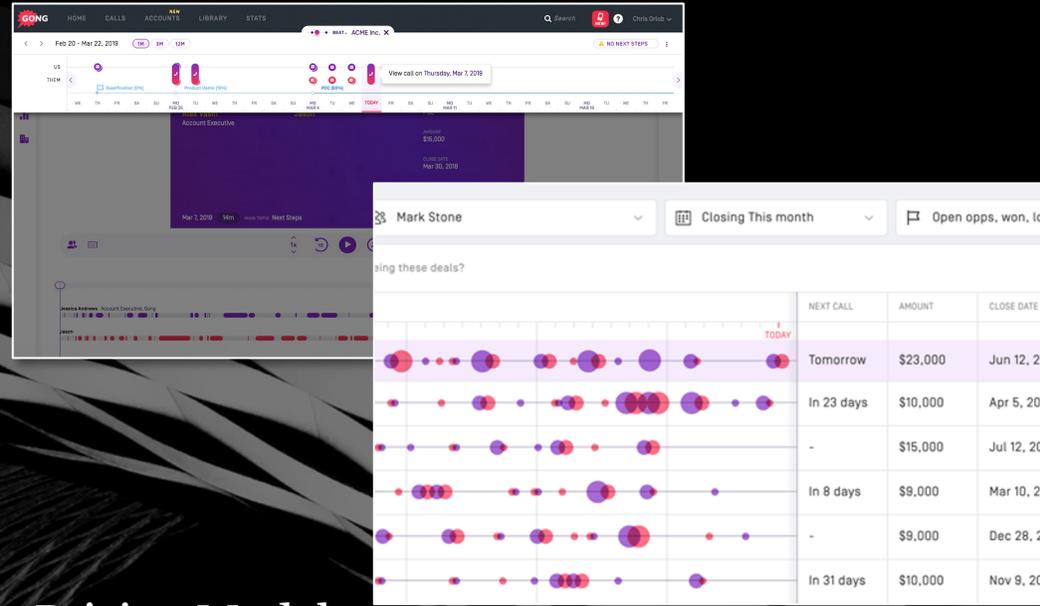www.gong.io | Twitter: @Gong_io

Overall Satisfaction
99%

Ease of Use
94%

Ease of Setup
93%

Quality of Support
94%

Pricing Model

- Gong has not provided pricing information for this product or service. Contact Gong to obtain current pricing

Reasons To Buy

- Keyword search provides significant insights
- Integrates with Zoom
- Offers granular analytics (e.g., avg. pause length, word choice)
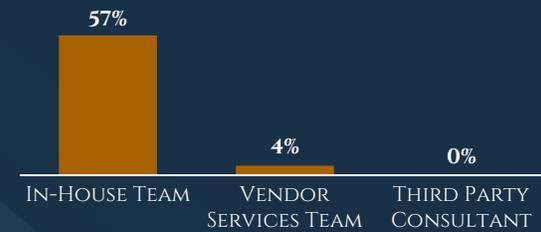- Can playback the speed of the call (e.g., 1.25 or 1.5 speed)

Reasons To Pass

- Call recordings are not available in real time
- Transcriptions on calls are not always 100% accurate

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
14%	74%	12%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
57%	4%	0%
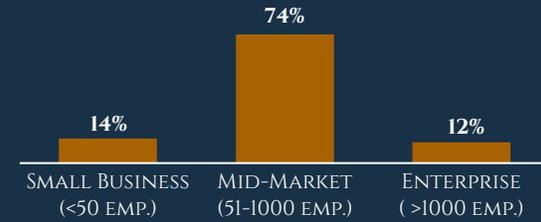
Average Time to Go Live (Months)	0.8
Average Contract Term (Months)	12.6
Estimated Payback (Months)	10.6
Average User Adoption	81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

SalesLoft

SalesLoft

Atlanta, GA

501-1,000 employees

SalesLoft is a sales engagement platform that helps teams set and execute a cadence of communications to convert target accounts into customer accounts. With real-time email tracking and integrated sales dialer and social communications, sales leaders can be confident their reps are executing effective selling processes for their organization.

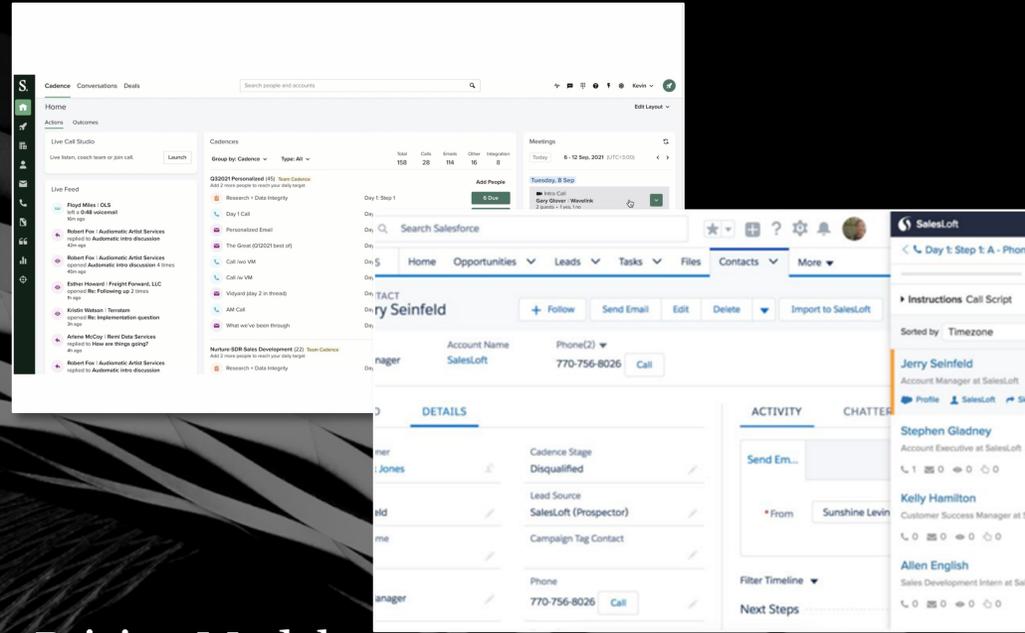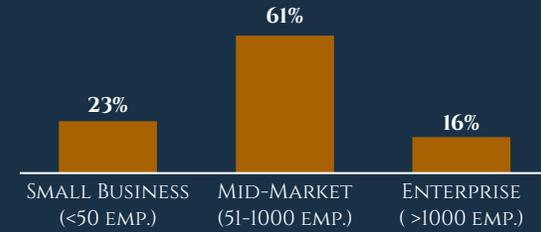www.salesloft.com | Twitter: @salesloft

Overall Satisfaction

95%

Ease of Use

92%

Ease of Setup

90%

Quality of Support

90%

Pricing Model

- SalesLoft has not provided pricing information for this product or service. Contact SalesLoft to obtain current pricing

Reasons To Buy

- Offers automatic logging of activities (calls, emails, notes, LinkedIn Sales Navigator) to CRM
- Cadence function enables user to set up a sequence of events (e.g, email a prospect, then follow on LinkedIn, then call them, then email, etc.)
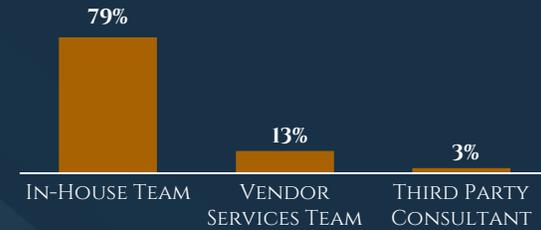
Reasons To Pass

- Lacks integration with calendars to book meetings directly through the platform
- Analytics are basic

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
23%	61%	16%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
79%	13%	3%

Average Time to Go Live (Months)	1.2
Average Contract Term (Months)	14.1
Estimated Payback (Months)	9.3
Average User Adoption	81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Chorus.ai

ZoomInfo

San Francisco, CA

1,001-5,000 employees

Chorus.ai is a conversation intelligence platform that helps sales teams win more deals and coach reps to become top performers. AI-based insights help track deal risks, next steps, talk track adoption, and surfaces what works or doesn't work for a specific company's sales cycle.

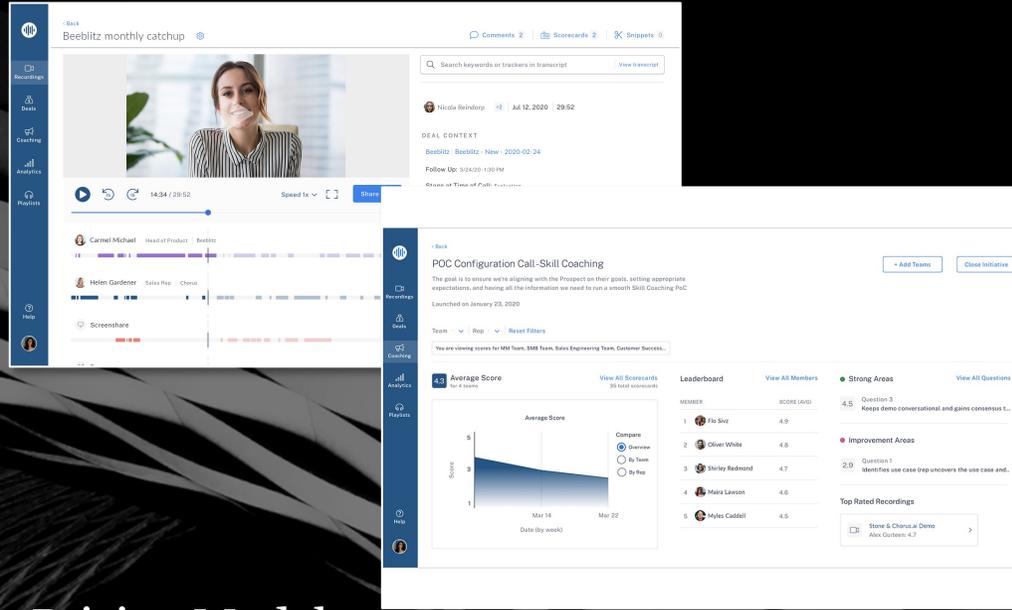www.chorus.ai | Twitter: @chorus_ai

Overall Satisfaction
97%

Ease of Use
90%

Ease of Setup
88%

Quality of Support
91%

Pricing Model

- Chorus.ai has not provided pricing information. Contact Chorus.ai to obtain current pricing

Reasons To Buy

- Offers option to trigger notifications when key terms are used during a sales call (e.g., competitors names, product features, compliance requirements)
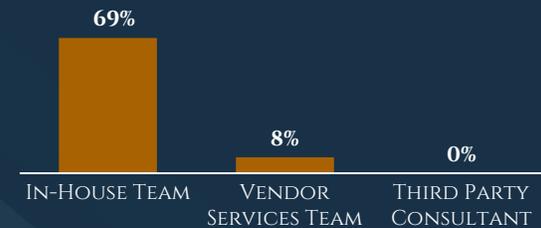- Provides training playlists for new employees

Reasons To Pass

- Automatic note taking that transcribes the conversation is not fully accurate

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
11%	64%	26%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
69%	8%	0%
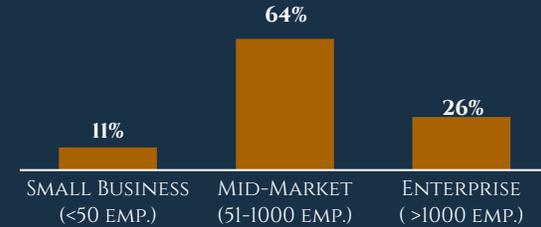
Average Time to Go Live (Months) — 0.8

Average Contract Term (Months) — 13.3

Estimated Payback (Months) — 8.1

Average User Adoption — 75%

Mindtickle

Mindtickle

San Francisco, CA

501-1,000 employees

Mindtickle provides a comprehensive, data-driven solution for sales readiness and enablement that fuels revenue growth and brand value for dozens of Fortune 500 and Global 2000 companies. Mindtickle enables company leaders and sellers to continually assess, diagnose and develop the knowledge, skills, and behaviors required to effectively engage customers and drive growth.

www.mindtickle.com | Twitter: @mindtickle

Overall Satisfaction	Ease of Use
96%	95%
Ease of Setup	Quality of Support
93%	95%

Pricing Model

▪ Mindtickle has not provided pricing information for this product or service. Contact Mindtickle to obtain current pricing
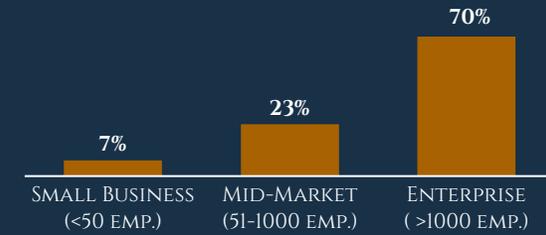
Reasons To Buy

▪ Very user friendly with seamless navigation of the product
▪ Responsive and helpful customer care
▪ Mobile-friendly

Reasons To Pass

▪ There is room for improvement regarding their data reporting and analytics

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
7%	23%	70%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
50%	11%	2%

Average Time to Go Live (Months)	2.8
Average Contract Term (Months)	15.2
Estimated Payback (Months)	14.6
Average User Adoption	73%

Lessonly

Lessonly

Indianapolis, IN

201-500 employees

Lessonly is a powerful training software that helps teams learn, practice, and work better. The result is faster onboarding, higher NPS scores, more closed deals, and a superior customer experience.

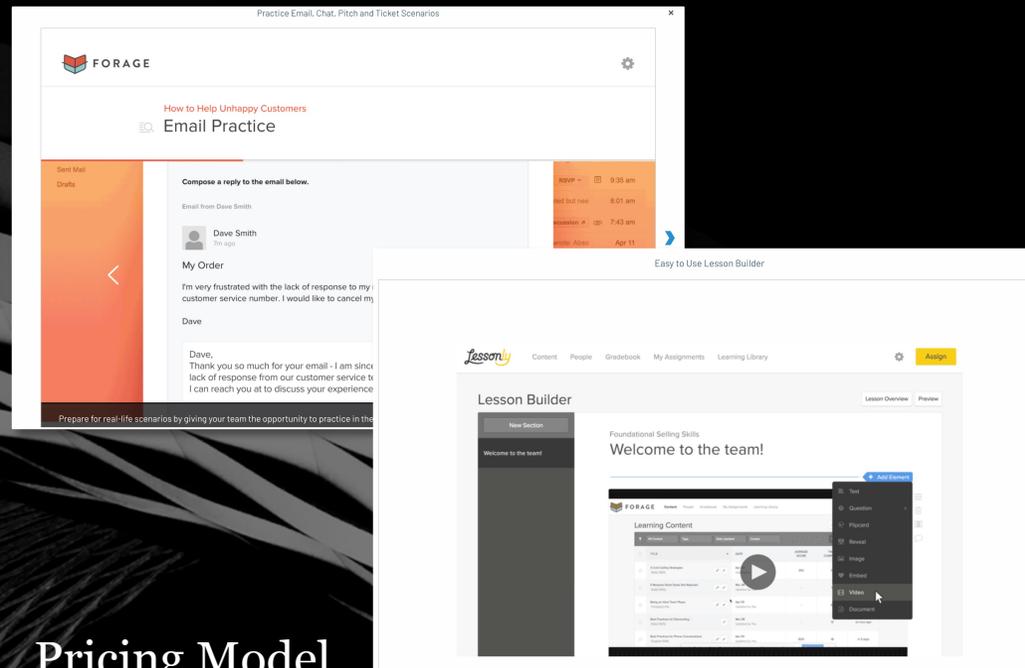www.lessonly.com | Twitter: @lessonly

Overall Satisfaction

73%

Ease of Use

95%

Ease of Setup

93%

Quality of Support

97%

Pricing Model

- Lessonly has not provided pricing information. Contact Lessonly to obtain current pricing

Reasons To Buy

- Offers exceptional customer support
- Provides immediate grading tool for tests

Reasons To Pass

- Lacks mobile app

Customer by Size
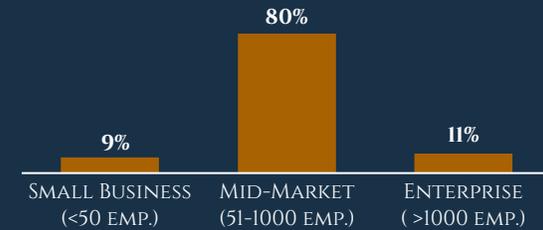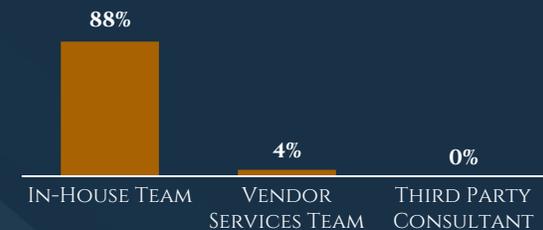
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
9%	80%	11%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
88%	4%	0%

Average Time to Go Live (Months) — 1.8

Average Contract Term (Months) — 14.1

Estimated Payback (Months) — 9.9

Average User Adoption — 78%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

CRM

Tools that manage a company's interactions with both current and potential customers, enabling team members to access real-time information (contact information, communication history, customer history, etc.).

Additional products included in the category are: Pipeliner CRM, Copper, Pipedrive

06
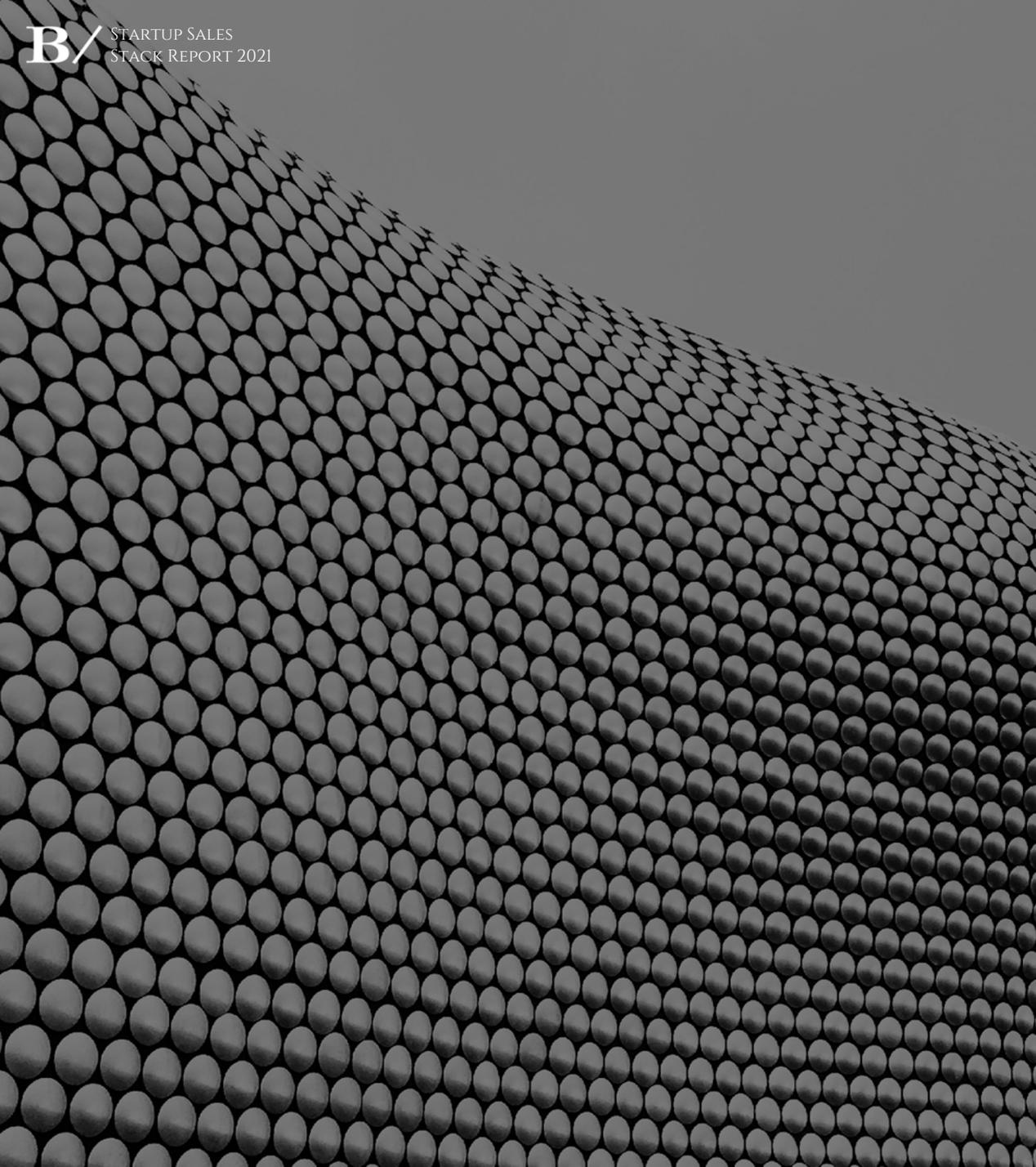
Observations on CRM and Criteria for Inclusion

CRM software is generally delivered separately from other enterprise solutions, such as ERP systems, marketing automation software, and customer service software, but is often integrated with other business applications to facilitate an enhanced and coordinated customer experience.

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

- Provide a bounded set of sales-related functions

- Consolidate customer history and transactions into a single interface

- Track prospects and contacts throughout the sales pipeline

- Facilitate communication at all phases of the customer lifecycle

- Integrate functions into a unified database and platform

Salesforce CRM

Salesforce

San Francisco, CA

50,001+ employees

Salesforce helps businesses of all sizes accelerate sales, automate tasks, and make smarter decisions through: Lead and Contact Management; Sales Opportunity Management; Workflow Rules and Automation; Customizable Reports and Dashboards; Mobile Application.

www.salesforce.com | Twitter: @salesforce

Overall Satisfaction
97%

Ease of Use
81%

Ease of Setup
76%
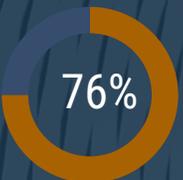
Quality of Support
82%

Pricing Model

- Sales Essentials Edition: $25 per user per month
- Professional Edition: $75 per user per month
- Enterprise Edition: $150 per user per month
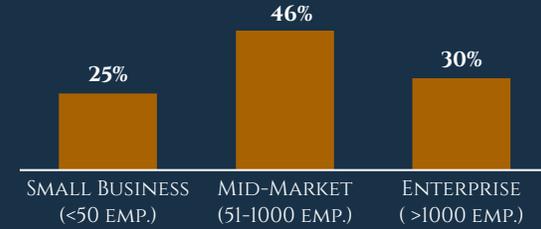- Unlimited Edition: $300 per user per month

Reasons To Buy

- Provides integrations with sales enablement and marketing tools
- Offers connection of leads, opportunities, contacts to keep track of completed and incomplete activities
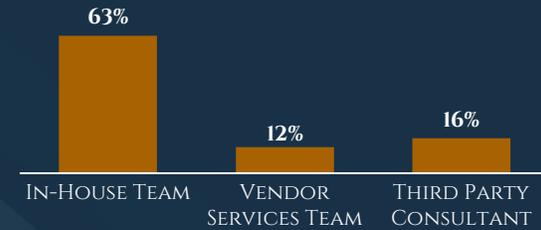- Offers high level of customization for tailor-made solutions

Reasons To Pass

- Longer average time to go live than competitors
- Lack of mobile user support

Customer by Size

- Small Business (<50 emp.): 25%
- Mid-Market (51-1000 emp.): 46%
- Enterprise (>1000 emp.): 30%

Implementation Method[1]

- In-House Team: 63%
- Vendor Services Team: 12%
- Third Party Consultant: 16%

Average Time to Go Live (Months): **3.4**

Average Contract Term (Months): **16.8**

Estimated Payback (Months): **18.8**

Average User Adoption: **71%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

HubSpot Sales Hub

HubSpot

Cambridge, MA

5,001-10,000 employees

HubSpot Sales Hub supercharges your sales process with a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.

www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
91%

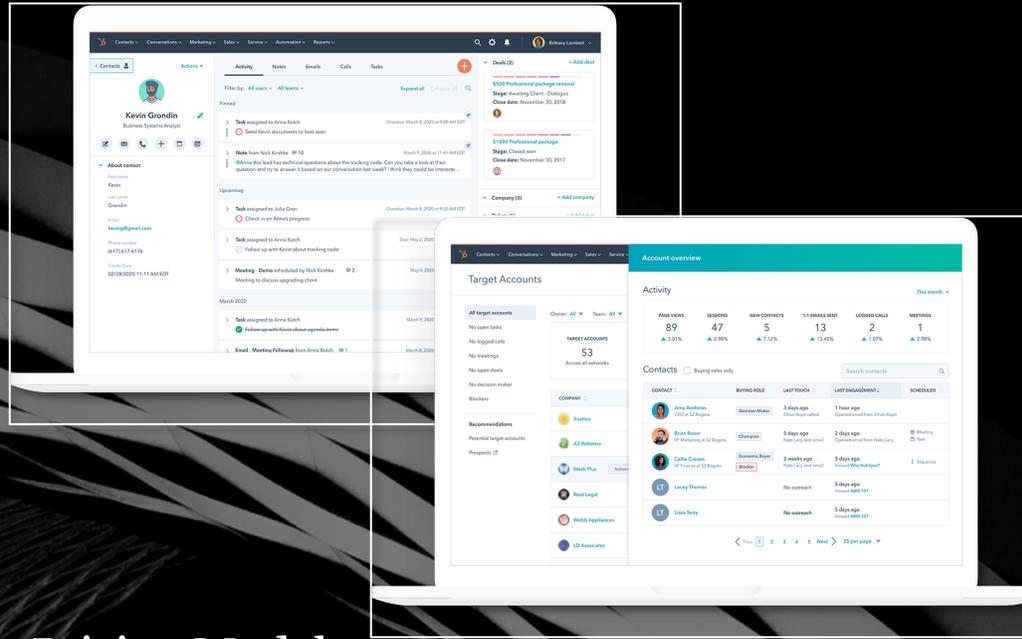## Ease of Use
81%

Ease of Setup
76%

Quality of Support
82%

Pricing Model

- Free Edition: $0, up to 1 users
- Sales Hub Starter: $50 for 2 users per month
- Sales Hub Professional: $500 for 5 users per month
- Sales Hub Enterprise: $1,200 for 10 users per month

Reasons To Buy

- Create customer success manager
- User friendly with lots of integrations
- Customizable and flexible

Reasons To Pass

- Outside email communication integration aren't always captured in CRM
- Layout requires scrolling

Customer by Size

- **64%** SMALL BUSINESS (<50 EMP.)
- **32%** MID-MARKET (51-1000 EMP.)
- **4%** ENTERPRISE (>1000 EMP.)

Implementation Method[1]

- **77%** IN-HOUSE TEAM
- **6%** VENDOR SERVICES TEAM
- **3%** THIRD PARTY CONSULTANT

Average Time to Go Live (Months) **1.4**

Average Contract Term (Months) **7.5**

Estimated Payback (Months) **12.7**

Average User Adoption **71%**

ActiveCampaign

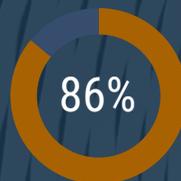ActiveCampaign

Chicago, IL

751-1,500 employees

ActiveCampaign helps growing businesses meaningfully connect and engage with customers. Its Saas platform enables businesses to create optimized customer experiences by automating many processes and communicating with their customers across channels with personalized, intelligence-driven messages.

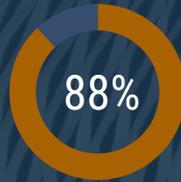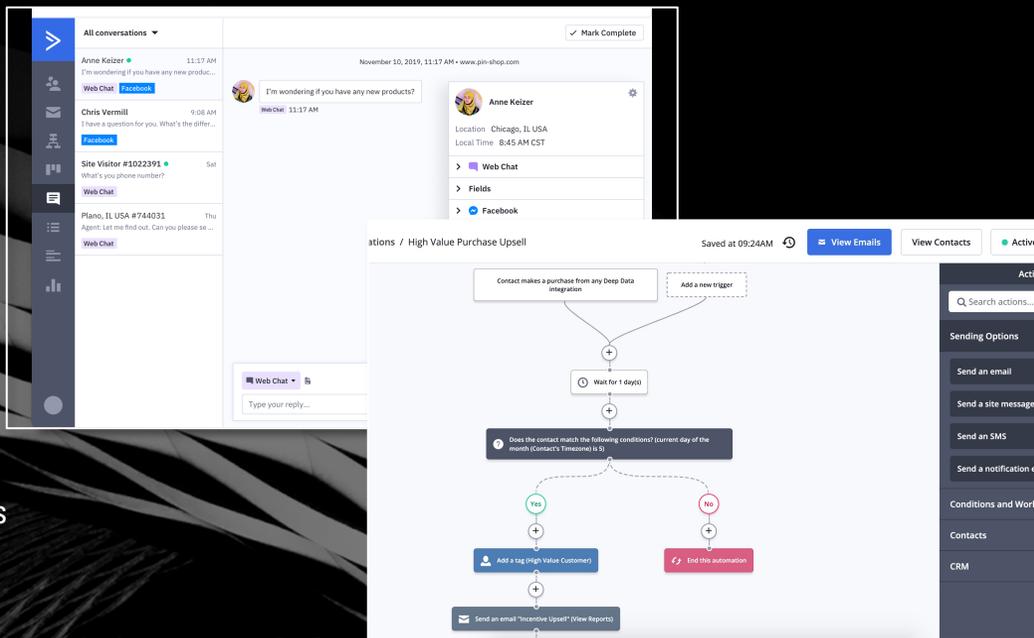www.activecampaign.com | Twitter: @activecampaign

Overall Satisfaction
99%

Ease of Use
88%

Ease of Setup
86%

Quality of Support
91%

Pricing Model

- Lite $9
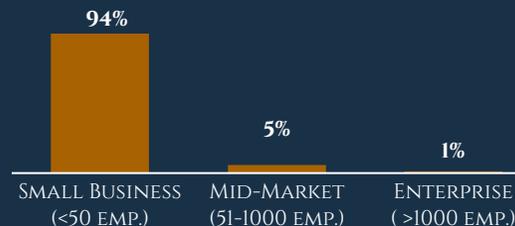- Plus $49
- Professional $129
- Enterprise $229

Reasons To Buy

- Great option for small businesses
- Email marketing and automation made simple
- Great automation

Reasons To Pass

- Campaigns feels limited in design
- The system can be slow especially with communication with external CRM

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
94%	5%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
89%	4%	3%

Average Time to Go Live (Months) — **1.1**

Average Contract Term (Months) — **4.9**

Estimated Payback (Months) — **10.3**

Average User Adoption — **74%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

FreshSales

FreshSales

San Mateo, CA

2,501-5,000 employees

Freshsales is a sales CRM built to help you stop juggling between multiple tools. It is ideal for small businesses and refreshing for enterprises.

www.freshworks.com | Twitter: @FreshworksInc
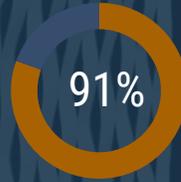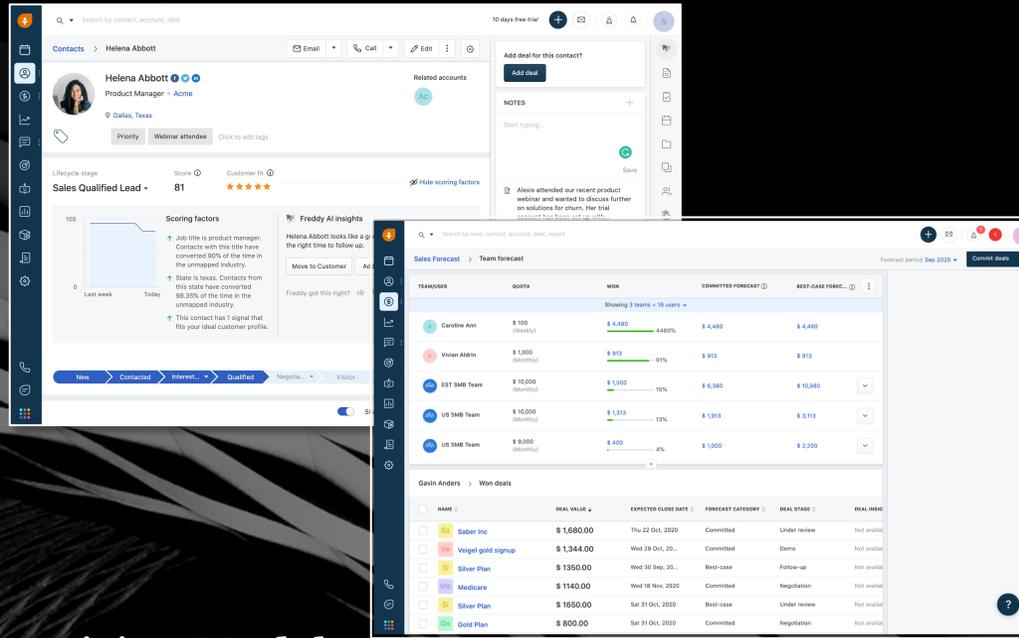
Overall Satisfaction
92%

Ease of Use
92%

Ease of Setup
91%

Quality of Support
91%

Pricing Model

- Growth: $15 per user per month
- Pro: $39 per user per month
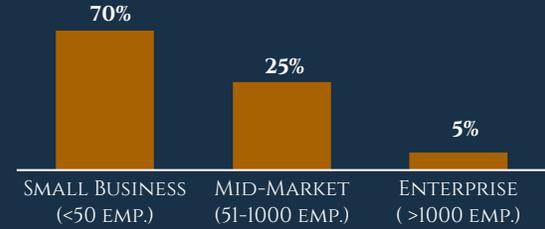- Enterprise $69 per user per month

Reasons To Buy

- Works on any type of device and the mobile app has the same functionalities and usability of the desktop version
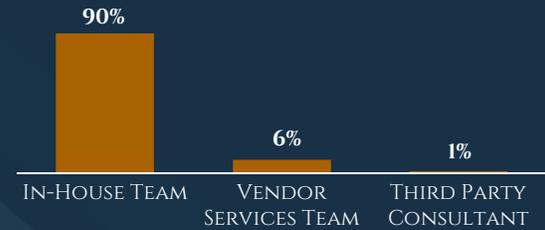- Offers high level of customization (e.g., dashboards, reports)

Reasons To Pass

- Breath of partner applications is limited
- Pricing is slightly above average for the category

Customer by Size

- Small Business (<50 emp.): 70%
- Mid-Market (51-1000 emp.): 25%
- Enterprise (>1000 emp.): 5%

Implementation Method[1]

- In-House Team: 90%
- Vendor Services Team: 6%
- Third Party Consultant: 1%

Average Time to Go Live (Months): 0.7

Average Contract Term (Months): 4.7

Estimated Payback (Months): 7.0

Average User Adoption: 69%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
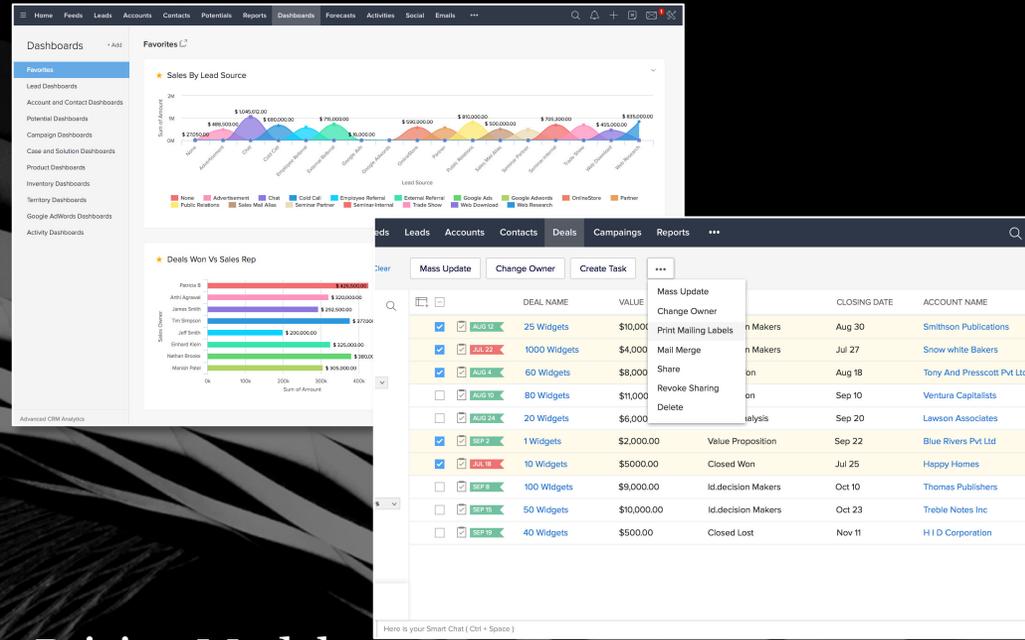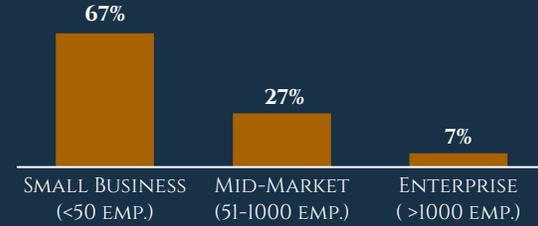
Zoho CRM

Zoho CRM

Austin, TX

10,001-15,000 employees

Zoho CRM helps you to attract, retain, delight customers and grow your company into a customer-focused organization.

www.zohocrm.com | Twitter: @zohocrm

Customer by Size

- Small Business (<50 emp.): 67%
- Mid-Market (51-1000 emp.): 27%
- Enterprise (>1000 emp.): 7%

Implementation Method[1]

- In-House Team: 87%
- Vendor Services Team: 6%
- Third Party Consultant: 4%

Pricing Model

- Standard: $14 per user per month
- Professional: $23 per user per month
- Enterprise: $40 per user per month

Reasons To Buy

- Gamification is a value added to incentivize adoption and usage
- Great for small side and mid size companies

Reasons To Pass

- Hard to import external email into CRM
- Limited sandbox test environment

Average Time to Go Live (Months)	1.4
Average Contract Term (Months)	4.9
Estimated Payback (Months)	11.1
Average User Adoption	71%

Overall Satisfaction
86%

Ease of Use
83%

Ease of Setup
80%

Quality of Support
77%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Sales Intelligence

Tools that collect and organize internal and external data to improve the quality and quantity of sales leads and identify new opportunities to build the pipeline.

LINKEDIN SALES NAVIGATOR	57
ZOOMINFO POWERED BY DISCOVERORG	58
HUBSPOT SALES HUB	59
GROOVE	60
SEAMLESS.AI	61

Additional products included in the category are: Adapt, Lusha, Apollo.io, InsideView, Insights, Nimble

07

Observations on Sales Intelligence and Criteria for Inclusion

This type of software is used by marketing and sales executives to define and implement sales strategies based on their data combined with external data in their CRM software such as lists of prospects, databases of contacts, etc.

To qualify for inclusion in the Sales Intelligence category, a solution must:

- Provide information and insights about prospects, which can be combined with business data generated by companies

- Include functionality to search company lists, identify potential customers based on custom criteria, and use contact information to approach them

- Integrate with sales and marketing software, as well as analytics, business intelligence, or data management solutions

LinkedIn Sales Navigator

LinkedIn

Sunnyvale, CA

10,001+ employees

Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping users tap into the full power of LinkedIn. Users can focus on the right people, stay up-to-date on what's happening with accounts, and connect to with prospects even if users don't have their contact info.

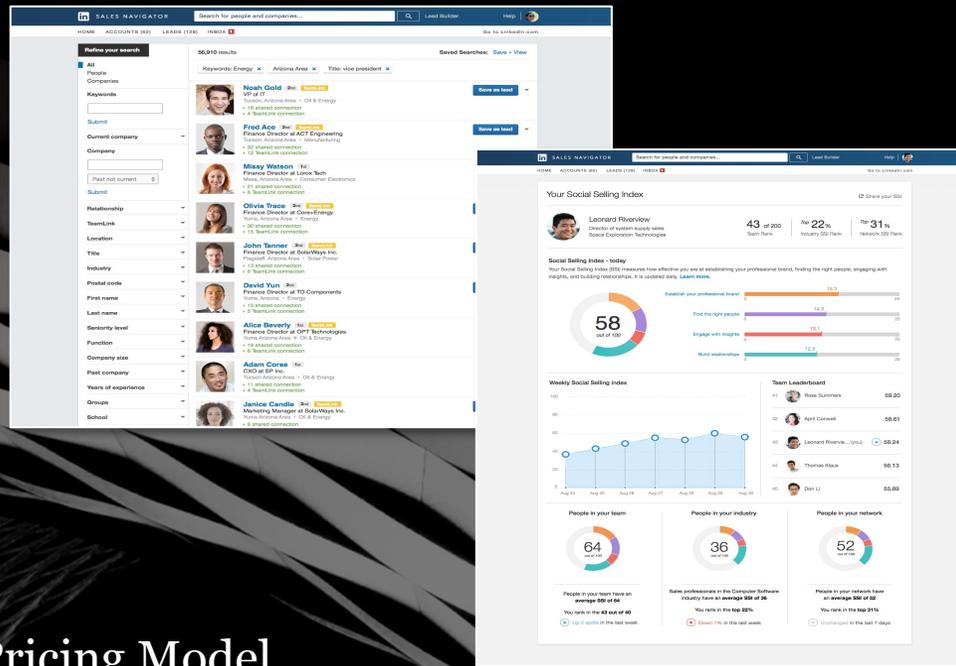www.business.linkedin.com | Twitter: @linkedInselling

Overall Satisfaction
88%

Ease of Use
87%

Ease of Setup
90%

Quality of Support
82%

Pricing Model

- LinkedIn Sales Navigator has not provided pricing information. Contact LinkedIn Sales Navigator to obtain current pricing
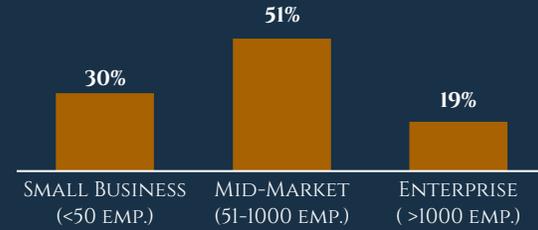
Reasons To Buy

- Offers powerful advanced filtering options for research
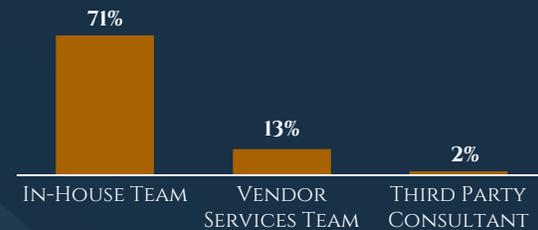- Access to the larger LinkedIn community is an asset

Reasons To Pass

- User interface presents room for improvement
- Automation features are basic

Customer by Size

- Small Business (<50 emp.): 30%
- Mid-Market (51-1000 emp.): 51%
- Enterprise (>1000 emp.): 19%

Implementation Method[1]

- In-House Team: 71%
- Vendor Services Team: 13%
- Third Party Consultant: 2%

Average Time to Go Live (Months): 1.5

Average Contract Term (Months): 9.2

Estimated Payback (Months): 11.3

Average User Adoption: 64%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

56

ZoomInfo by DiscoverOrg

Zoominfo Powered by DiscoverOrg

Vancouver, WA

1,001-5,000 employees

ZoomInfo Powered by DiscoverOrg combines one of the world's most comprehensive business database with best-in-class technology to fuel users' go-to-market strategy from start to finish, and provide an accurate, 360-degree view of customers, prospects, and opportunities.

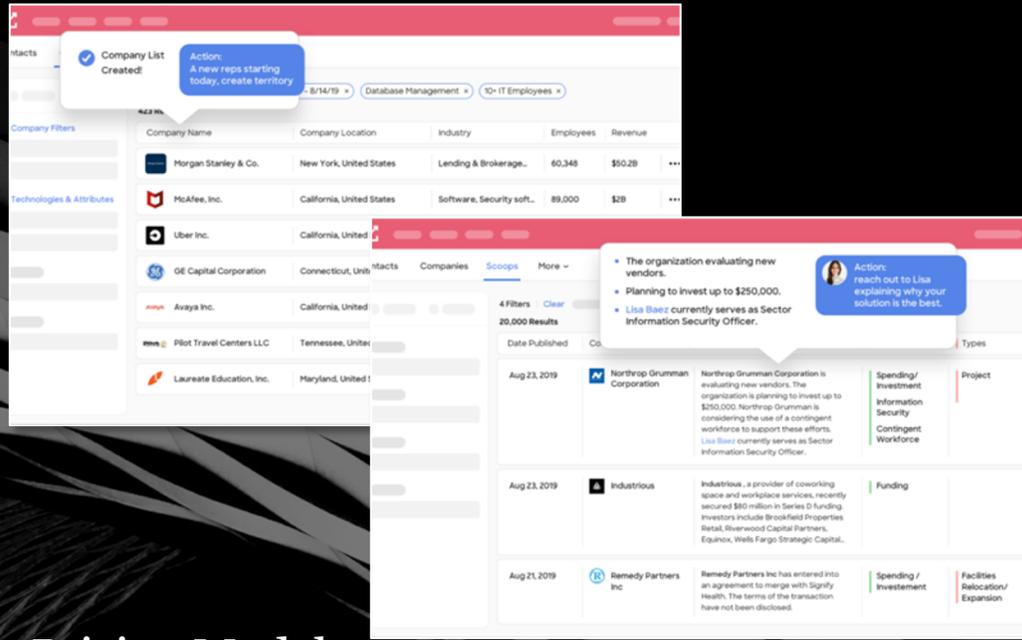www.zoominfo.com | Twitter: @ZoomInfo

Overall Satisfaction
97%

Ease of Use
89%

Ease of Setup
89%

Quality of Support
88%

Pricing Model

- ZoomInfo Powered by DiscoverOrg has not provided pricing information. Contact ZoomInfo to obtain current pricing
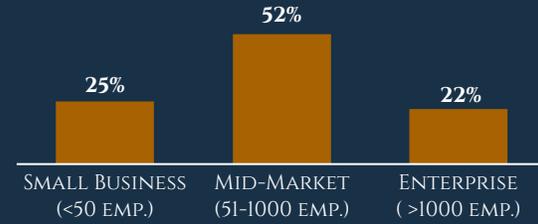
Reasons To Buy

- Offers full integration with Salesforce and SalesLoft to export contacts
- Provides "Scoops and Subscribed List" to get email updates when contacts have been added to the database
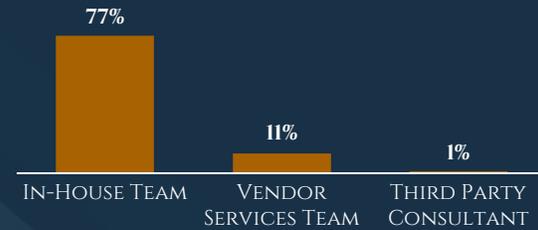- Virtual training is top-notch

Reasons To Pass

- Presents limited advanced filtering for specific industries (e.g., tech industry's emerging sub verticals like Blockchain, Quantum Computing, Robotics, AI/Machine Learning)
- Information on company financials are limited

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
25%	52%	22%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
77%	11%	1%

Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 13.9

Estimated Payback (Months) — 13.1

Average User Adoption — 68%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

57

HubSpot Sales Hub

HubSpot

Cambridge, Massachusetts

5,001-10,000 employees

Sales Hub is a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.

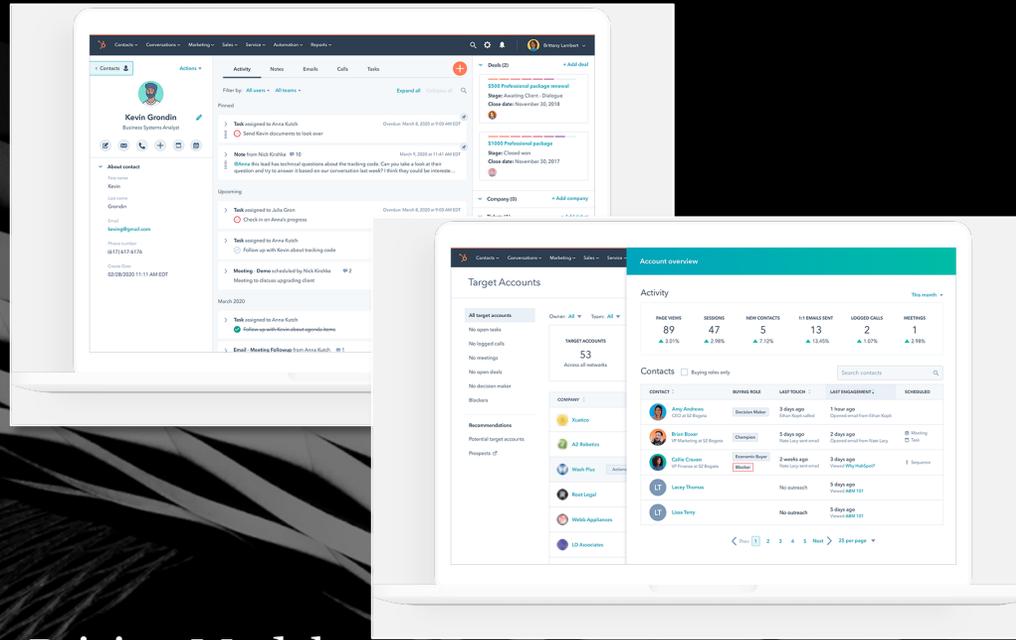www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
95%

Ease of Use
91%

Ease of Setup
89%

Quality of Support
91%

Pricing Model

- Free HubSpot CRM: $0
- Sales Hub Starter: $50 per month (2 paid users)
- Sales Hub Professional: $500 per month (5 paid users)
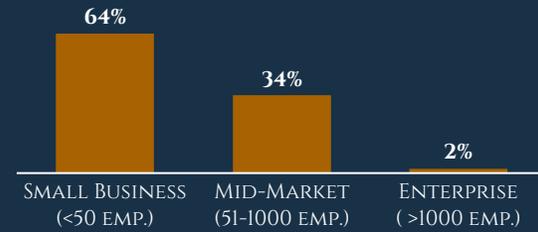- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

- Mobile app is well designed
- Offers possibility of multi-step prospecting sequence
- It is possible to receive direct support from Hubspot through the "chat support" feature

Reasons To Pass

- Lacks integration with Microsoft Teams
- Does not have extensive reporting to drill-down data for several layers

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
64%	34%	2%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
76%	10%	3%

Average Time to Go Live (Months)	2.7
Average Contract Term (Months)	11.9
Estimated Payback (Months)	12.6
Average User Adoption	80%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

58

Groove

Groove

San Francisco, CA

51-200 employees

Groove is a sales engagement platform that automates non-sales activities so that sales teams can spend more time building relationships and generating revenue. Groove eliminates the need for CRM data entry and provides managers with real-time visibility into activity levels and performance, regardless of location.

www.groove.co | Twitter: @groove_co
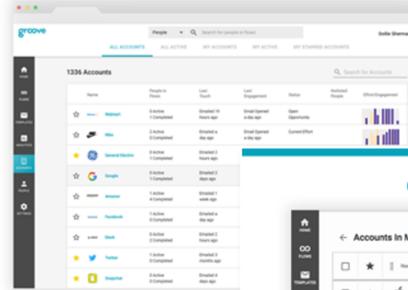
Overall Satisfaction
99%

Ease of Use
94%

Ease of Setup
93%

Quality of Support
96%

The #1 Sales Engagement Platform for Revenue Teams

Collaborate Across Teams and Divisions

Pricing Model

- Groove has not provided pricing information for this product or service. Contact Groove to obtain current pricing
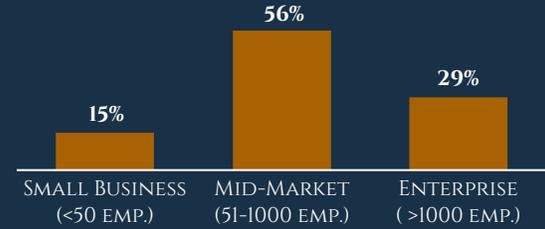
Reasons To Buy

- Offers the industry's only native Salesforce integration, which reduces administrative overhead by as much as 90%
- Creates reports in Salesforce to visualize productivity
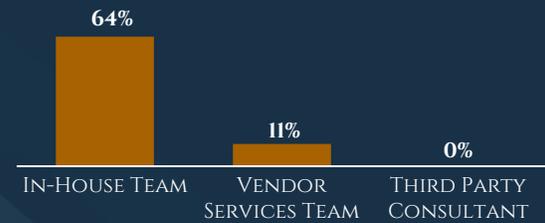- Calendar scheduler is integrated within outgoing emails

Reasons To Pass

- Lacks support for mobile app
- The integrated dialer presents room for improvement

Customer by Size

- Small Business (<50 emp.): 15%
- Mid-Market (51-1000 emp.): 56%
- Enterprise (>1000 emp.): 29%

Implementation Method[1]

- In-House Team: 64%
- Vendor Services Team: 11%
- Third Party Consultant: 0%

Average Time to Go Live (Months) **1.4**

Average Contract Term (Months) **9.6**

Estimated Payback (Months) **8.5**

Average User Adoption **74%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
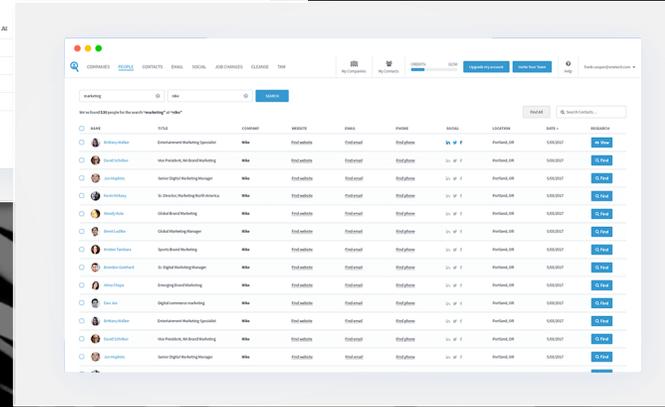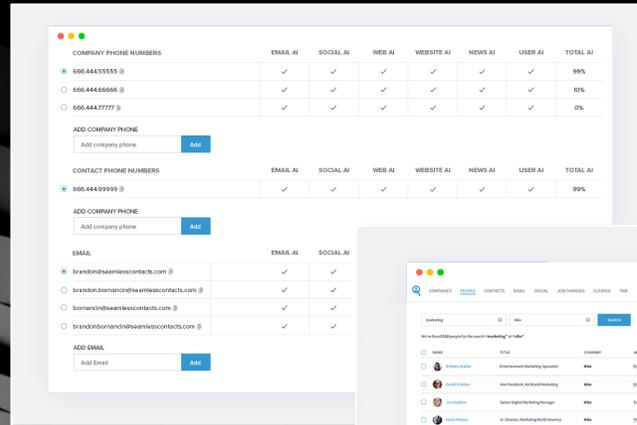
Seamless.ai

Seamless.ai

New York, NY

201-500 employees

Seamless.ai is a sales engagement platform that leverages artificial intelligence to maximize revenue, increase sales and acquire total addressable market instantly.

www.seamless.ai. | Twitter: @insideview

Overall Satisfaction
83%

Ease of Use
88%

Ease of Setup
90%

Quality of Support
85%

Pricing Model

- Single User: $147 per month
- Pro: $94.70 per month
- Starter: $99.40 per month

Reasons To Buy

- Seamless LinkedIn and HubSpot integrations
- Very user friendly, intuitive, and easy to use
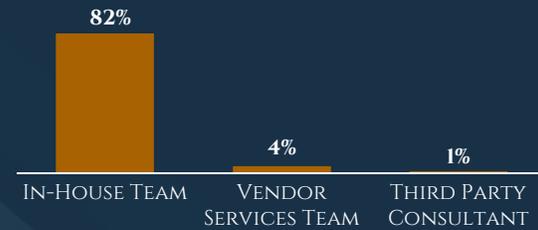- High limit of contacts that can be pulled per day

Reasons To Pass

- Very expensive compared to other solutions on the market
- More of a quantity over quality product
- Accuracy of the data pulled can be outdated often

Customer by Size
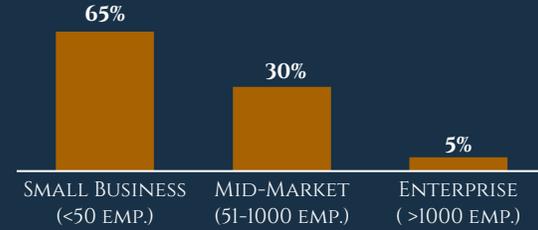
	65%	30%	5%
	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

82%	4%	1%
In-House Team	Vendor Services Team	Third Party Consultant
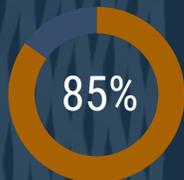
Average Time to Go Live (Months) — 0.5

Average Contract Term (Months) — 8.4

Estimated Payback (Months) — 11.4

Average User Adoption — 63%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Marketing Automation

Tools that help marketers to capture leads, nurture them further down the sales funnel, and analyze lead behavior and campaign performance.

Additional products included in the category are: RD Station, GetResponse, Pardot, Marketo

08
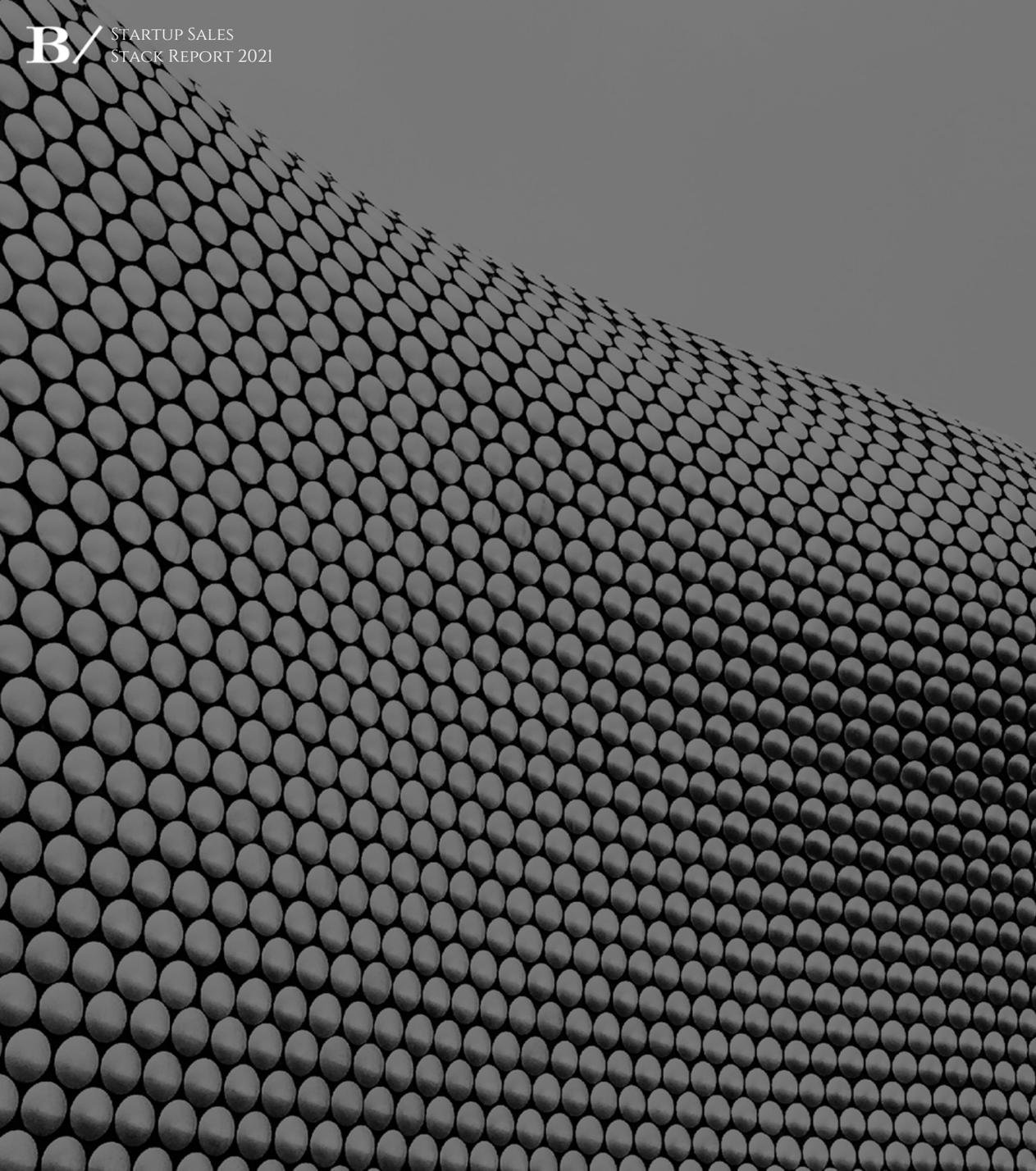
Observations on Marketing Automation and Criteria for Inclusion

Marketing automation products often integrate with CRM software, social media management software, CMS tools, and account-based orchestration platforms.

To qualify for inclusion in the Marketing Automation category, a product must:

- Automate two or more of the following: email, social media, SMS, and digital ads

- Provide advanced email marketing capabilities including (e.g., A/B testing, spam filter testing, scheduling)

- Act as a central database for marketing information and interactions

- Allow dynamic segmentation of marketing campaign targets

- Contact targets across multiple channels after specific actions

- Perform lead management to include lead nurturing and lead scoring

- Generate forms and landing pages to collect prospect information

- Provide analytics and reports that track the lifecycle of a campaign
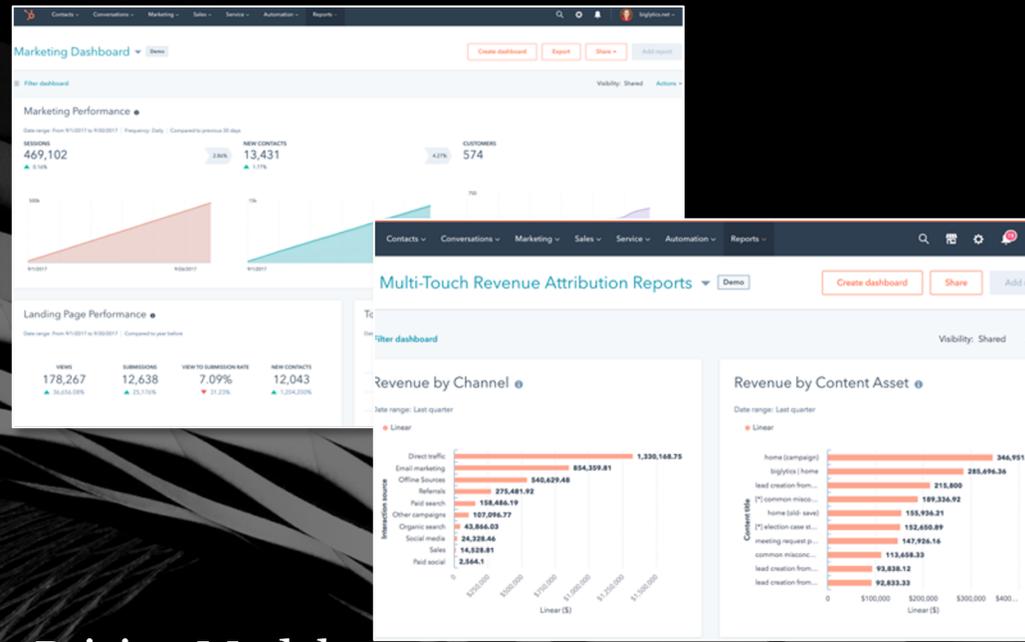
HubSpot Marketing Hub

HubSpot

Cambridge, MA

1,001-5,000 employees

HubSpot portfolio is comprised of Marketing Hub, Sales Hub, Service Hub, and a powerful free CRM. HubSpot gives companies the tools they need to grow better.

www.hubspot.com | Twitter: @HubSpot

Overall Satisfaction
99%

Ease of Use
88%

Ease of Setup
83%

Quality of Support
90%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
54%	40%	6%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
77%	11%	7%

Pricing Model

- Marketing Hub Free: $0
- Marketing Hub Starter: $50 per month
- Marketing Hub Professional: $800 per month
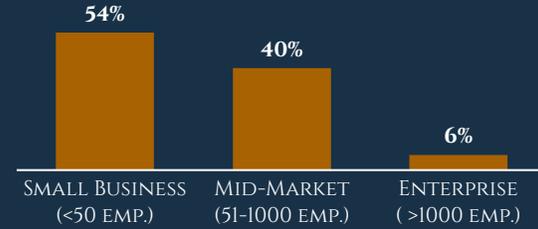- Marketing Hub Enterprise: $3,200 per month

Reasons To Buy

- Offers effective workflow and automation capabilities
- Provides full integration with several applications/platforms
- Content Calendar combines projects and makes it seamless to see upcoming activities across marketing teams
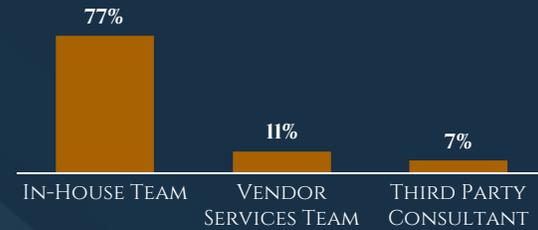
Reasons To Pass

- Lacks A/B testing feature for a workflow

Average Time to Go Live (Months) — 1.8

Average Contract Term (Months) — 11.7

Estimated Payback (Months) — 15.4

Average User Adoption — 68%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

ActiveCampaign

ActiveCampaign

Chicago, IL

501-1,000 employees

ActiveCampaign gives businesses of all sizes access to hundreds of pre-built automations that combine email marketing, marketing automation, CRM, and machine learning for powerful orchestration, segmentation, and personalization across social, email, messaging, chat, and text. 300+ integrations.

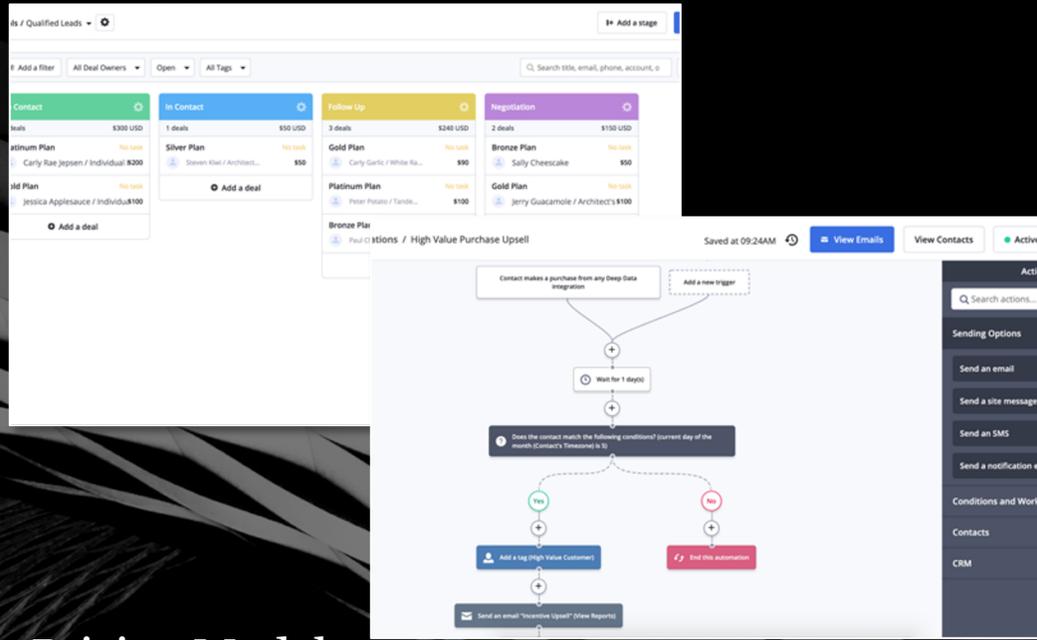www.activecampaign.com | Twitter: @activecampaign

Overall Satisfaction
100%

Ease of Use
88%

Ease of Setup
86%

Quality of Support
91%

Pricing Model

- Lite: $9 per month (billed yearly)
- Plus: $49 per month (billed yearly)
- Professional: $129 per month (billed yearly)
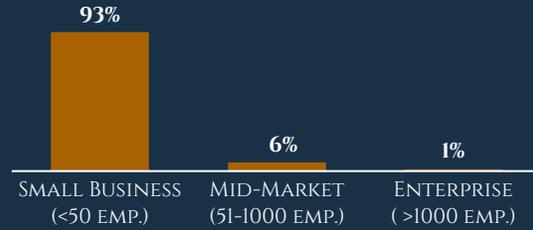- Enterprise: $229 per month (billed yearly)

Reasons To Buy

- Offers large variety of tools and functions in a single platform
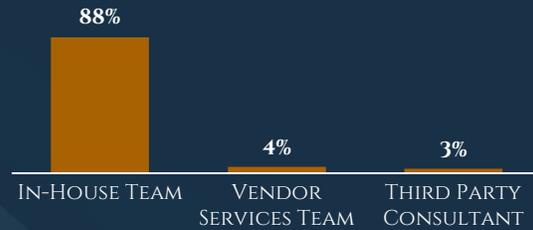- Automations are easy and intuitive to set up

Reasons To Pass

- Customizations and general sophistication require some time for learning how to fully leverage the tool
- Sorting abilities in contacts are limited (one list and/or tag rather than multiple criteria)

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
93%	6%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
88%	4%	3%

Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 4.9

Estimated Payback (Months) — 9.9

Average User Adoption — 73%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
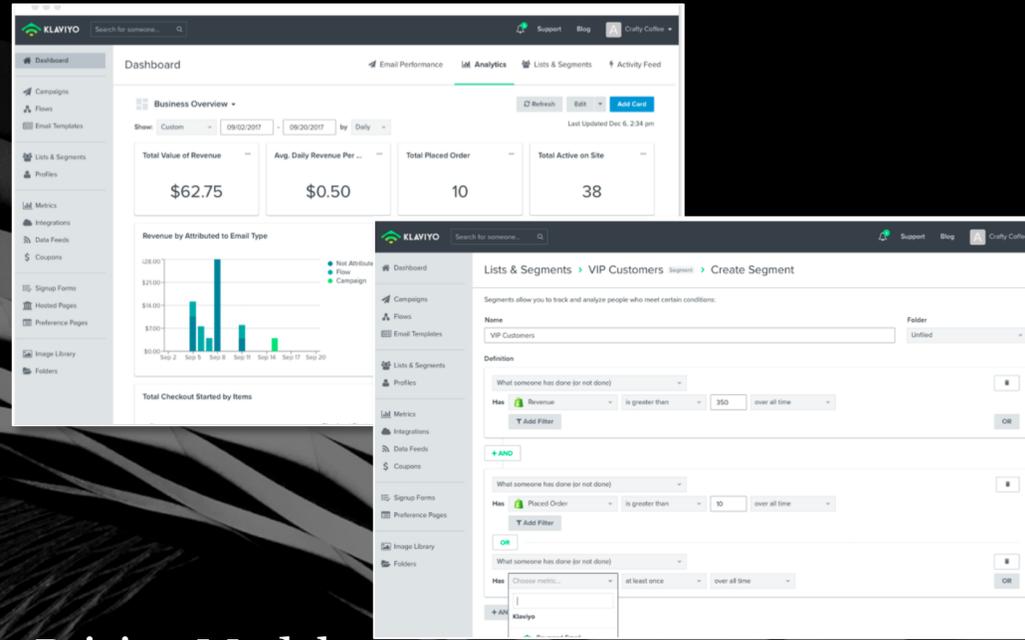
Klaviyo

Klaviyo

Boston, MA

201-500 employees

Klaviyo is growth marketing platform that helps users deliver more personalized experiences across owned marketing channels like email, SMS, in-app notifications, and app.

www.klaviyo.com | Twitter: @klaviyo

Overall Satisfaction

92%

Ease of Use

89%

Ease of Setup

87%

Quality of Support

88%

Pricing Model

- Klaviyo has not provided pricing information for this product or service. Contact Klaviyo to obtain current pricing
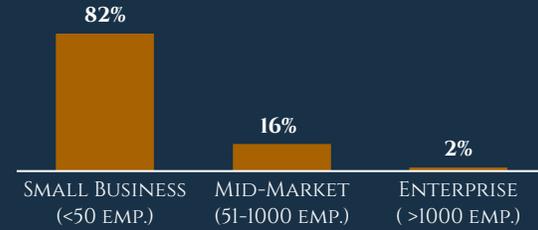
Reasons To Buy

- Interface is simple and easy to use
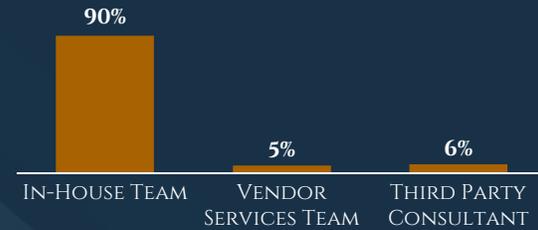- Pre-made flows and templates.
- Intuitive and effective

Reasons To Pass

- Lacks automatic spell check in the Can feel overwhelming at first and may be hard to learn

Customer by Size

82%	16%	2%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

90%	5%	6%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months)	0.7
Average Contract Term (Months)	1.4
Estimated Payback (Months)	5.0
Average User Adoption	82%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

SharpSpring

SharpSpring

Gainesville, FL

201-500 employees

SharpSpring is one of the most flexible comprehensive marketing automation platform on the market, offering powerful, behavior-based email marketing, native or 3rd party CRM integration, dynamic forms, landing page and blog builders, social media management, universal CMS compatibility, and integration with hundreds of applications.

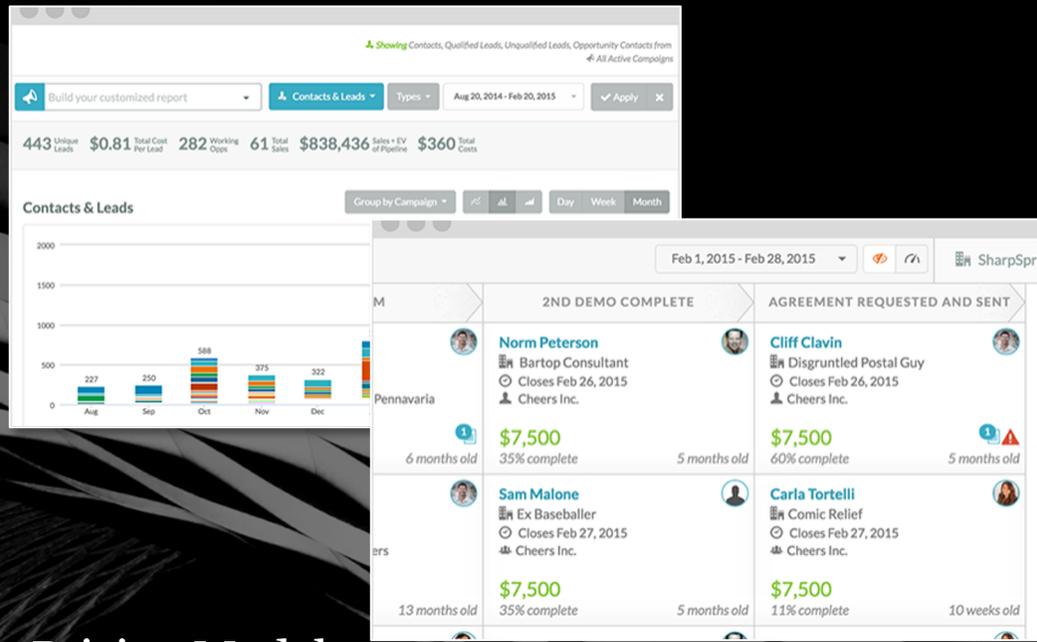www.sharpspring.com | Twitter: @sharpspring

Overall Satisfaction
92%

Ease of Use
88%

Ease of Setup
86%

Quality of Support
92%

Pricing Model

Agency: contact SharpSpring for agency partner plans

1,500 Contacts: $550 per month

10,000 Contacts: $850 per month

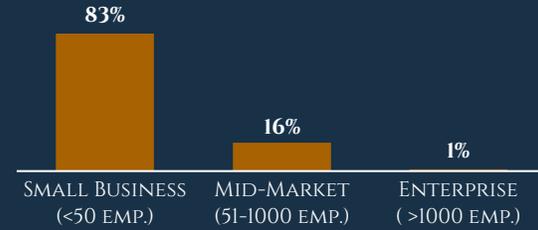20,000 Contacts: $1,250 per month

Enterprise: custom

Reasons To Buy

Email builder is approachable for non-coders, but offers the ability to edit HTML

Integration with third-party forms is simple and allows the use of all pre-existing forms
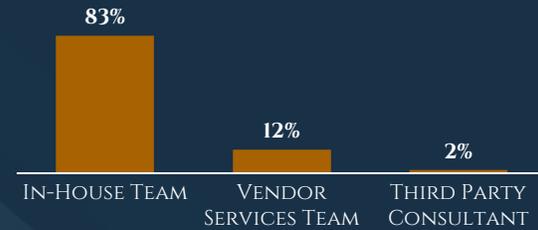
Offers several options for customizations

Reasons To Pass

Mobile app still has some gaps compared to the desktop application

Advanced custom reporting features are limited

Customer by Size

83%	16%	1%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

83%	12%	2%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.1

Average Contract Term (Months) — 2.8

Estimated Payback (Months) — 9.0

Average User Adoption — 65%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Omnisend

Omnisend

London, UK

51-200 employees

Omnisend is an all-in-one omnichannel marketing automation platform for ecommerce. Omnisend powers you to improve your engagement, customer retention, and purchase rate with highly targeted messages in all channels.

www.omnisend.com | Twitter: @omnisend
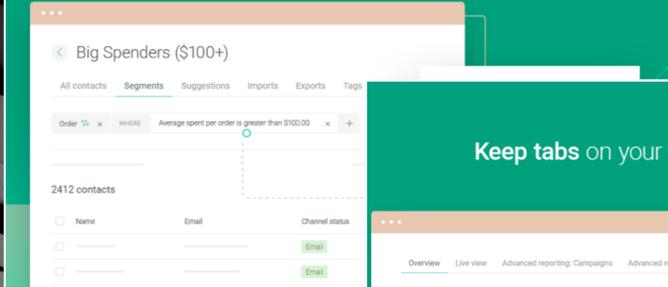
Overall Satisfaction
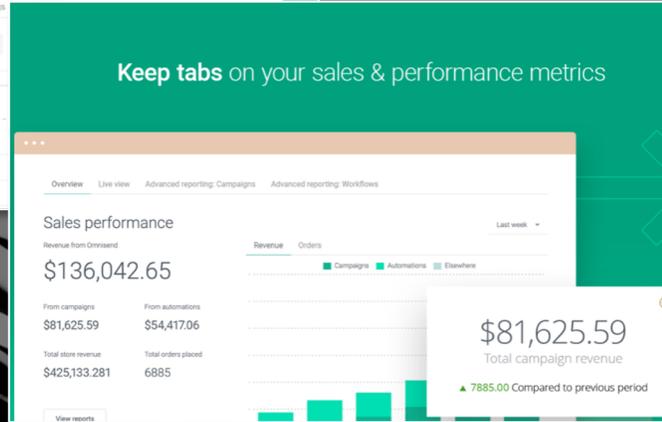94%

Ease of Use
94%

Ease of Setup
93%

Quality of Support
92%

Pricing Model

- Free: free
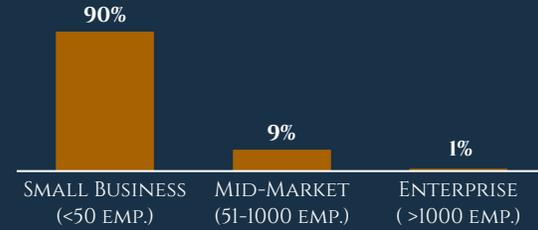- Standard: $16 per month
- Pro: $59

Reasons To Buy

- Setup is easy and intuitive
- Integration with Shopify store and additional apps is an asset
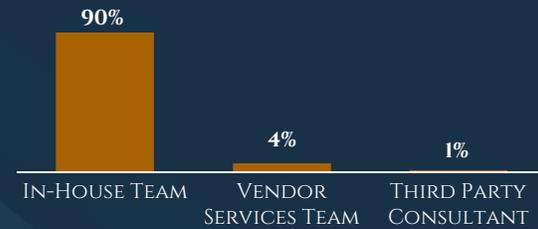- Support is high-level and it offers extensive resources for self-learning

Reasons To Pass

- Cannot upload videos into campaign without a third-party plug-in
- Trial period is shorter than that of comparable apps

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
90%	9%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	4%	1%

Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 2.5

Estimated Payback (Months) — 7.3

Average User Adoption — 70%

ENGAGE

Sales Engagement

Tools that streamline the sales process by combining sales and marketing efforts to create personalized and automated sales journeys across all potential touchpoints (email, calls, social media, SMS/text, video, live chat, etc.).

HUBSPOT SALES HUB	70
SALESLOFT	71
OUTREACH	72
GROOVE	73
FRESHSALES	74

Additional products included in the category are: XANT Playbooks, Reply, Apollo.io, Dooly, VanillaSoft

09

Observations on Sales Engagement and Criteria for Inclusion

Sales engagement software will integrate with existing sales solutions, such as a team's CRM software, email software, email tracking software, outbound call tracking software, sales intelligence software or lead intelligence providers, and sales enablement software for content 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

HubSpot Sales Hub

HubSpot

Cambridge, Massachusetts

5,001-10,000 employees

Sales Hub is a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.
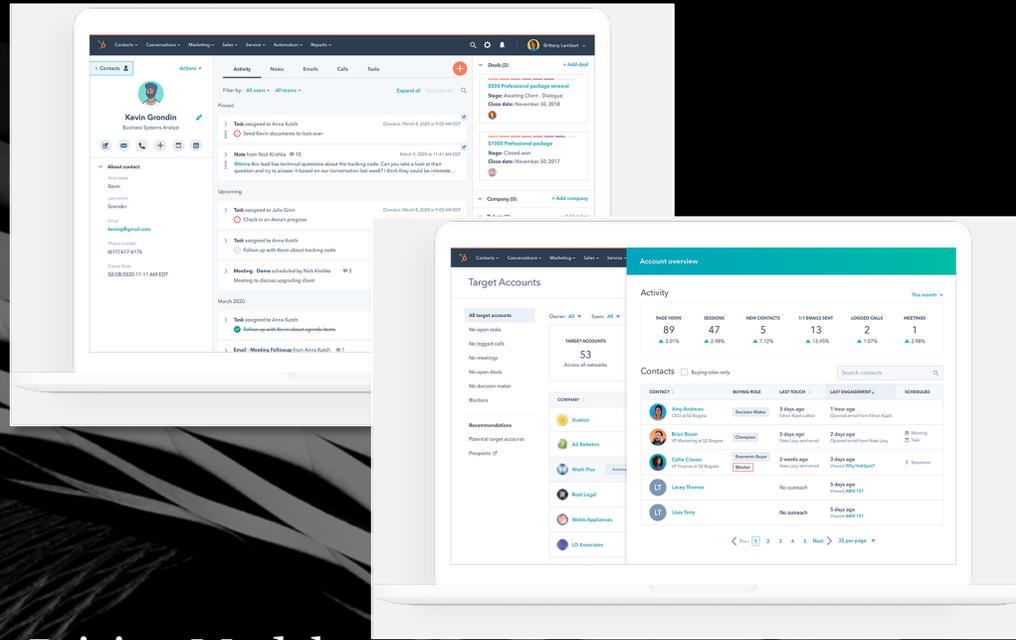
www.hubspot.com | Twitter: @hubspot

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
65%	33%	2%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
77%	7%	2%

Overall Satisfaction 94%

Ease of Use 90%

Ease of Setup 87%

Quality of Support 89%

Pricing Model

- Free HubSpot CRM: $0
- Sales Hub Starter: $50 per month (2 paid users)
- Sales Hub Professional: $500 per month (5 paid users)
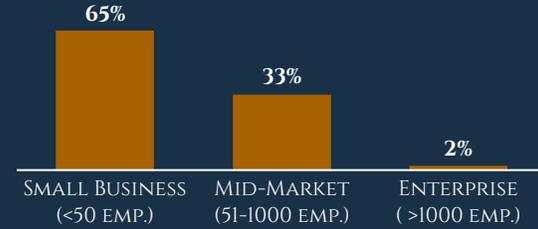- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

- Mobile app is well designed
- Offers possibility of multi-step prospecting sequence
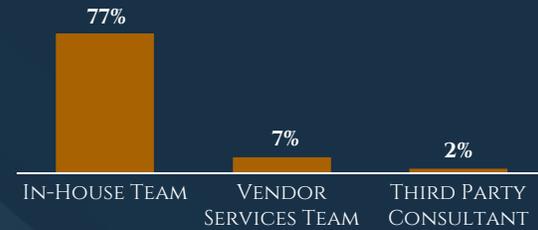- It is possible to receive direct support from Hubspot through the "chat support" feature

Reasons To Pass

- Lacks integration with Microsoft Teams
- Does not have extensive reporting to drill-down data for several layers

Average Time to Go Live (Months) **2.0**

Average Contract Term (Months) **9.3**

Estimated Payback (Months) **13.9**

Average User Adoption **77%**

Visit G2 Website

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

SalesLoft

SalesLoft

Atlanta, GA

501-1,000 employees

SalesLoft is a sales engagement platform that helps teams set and execute a cadence of communications to convert target accounts into customer accounts. With real-time email tracking and integrated sales dialer and social communications, sales leaders can be confident their reps are executing effective selling processes for their organization.

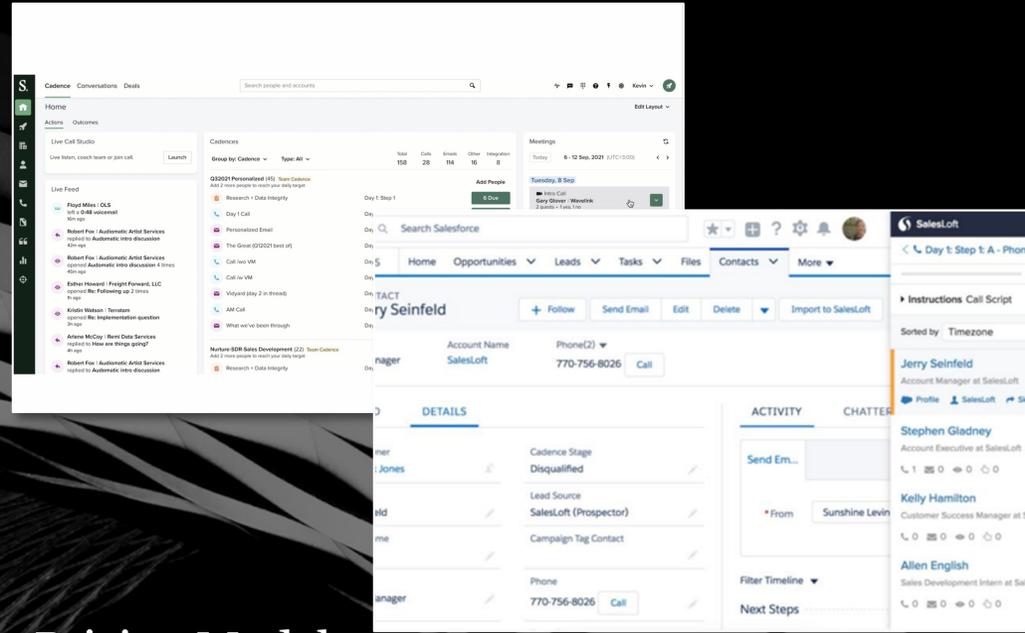www.salesloft.com | Twitter: @salesloft

Overall Satisfaction
94%

Ease of Use
90%

Ease of Setup
87%

Quality of Support
89%

Pricing Model

- SalesLoft has not provided pricing information for this product or service. Contact SalesLoft to obtain current pricing
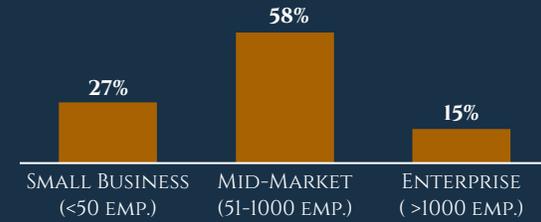
Reasons To Buy

- Offers automatic logging of activities (calls, emails, notes, LinkedIn Sales Navigator) to CRM
- Cadence function enables user to set up a sequence of events (e.g, email a prospect, then follow on LinkedIn, then call them, then email, etc.)
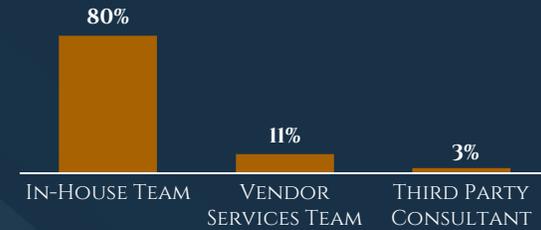
Reasons To Pass

- Lacks integration with calendars to book meetings directly through the platform
- Analytics are basic

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
27%	58%	15%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
80%	11%	3%

Average Time to Go Live (Months)	**1.1**
Average Contract Term (Months)	**11.8**
Estimated Payback (Months)	**9.1**
Average User Adoption	**81%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
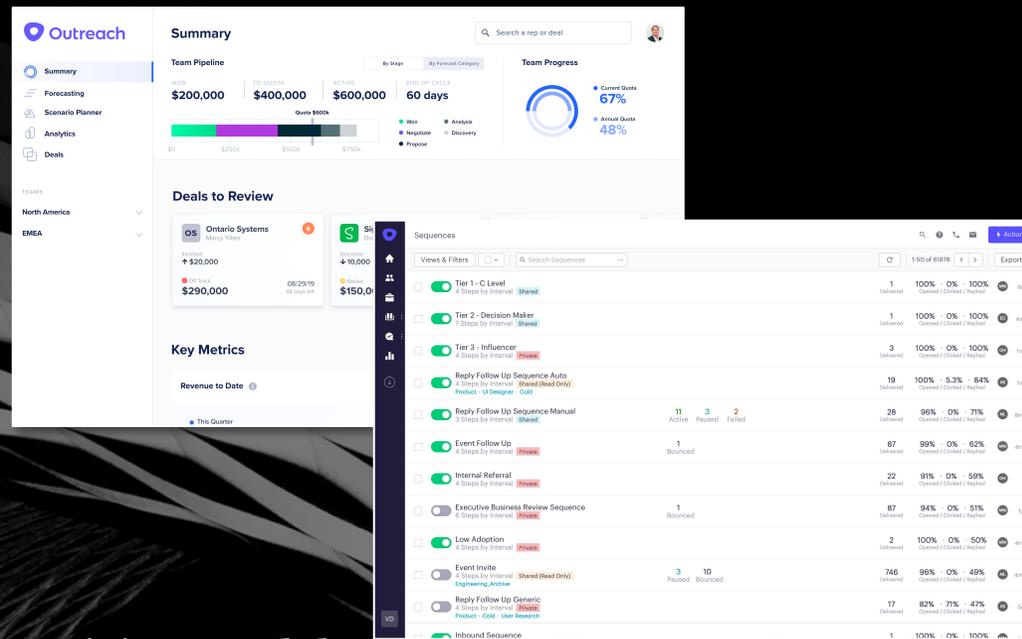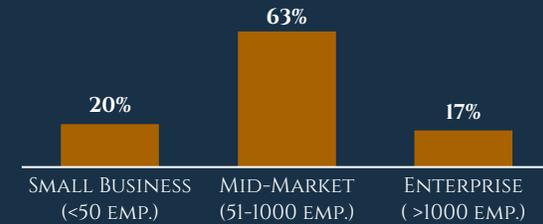
Outreach

Outreach

Seattle, WA

1,001-5,000 employees

By automating and prioritizing all customer touch points throughout the sales process, Outreach triples the productivity of sales teams by empowering them to drive more pipeline, book more meetings, and exceed revenue goals. Outreach places actionable data intelligence at the fingertips of sales reps through a single, integrated view of all prospect information.
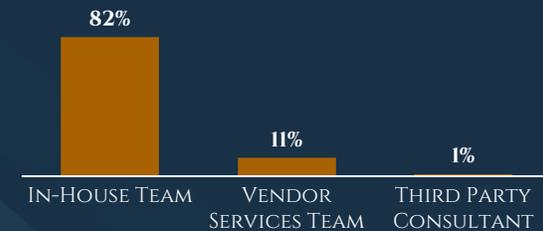
www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
86%

Ease of Use
85%

Ease of Setup
80%

Quality of Support
86%

Customer by Size

- Small Business (<50 emp.): 20%
- Mid-Market (51-1000 emp.): 63%
- Enterprise (>1000 emp.): 17%

Implementation Method[1]

- In-House Team: 82%
- Vendor Services Team: 11%
- Third Party Consultant: 1%

Pricing Model

- Outreach has not provided pricing information. Contact Outreach to obtain current pricing

Reasons To Buy

- Offers A/B testing function on emails and campaign insights
- Automation of sequences is helpful when it comes to campaign prospecting
- Provides full integration with Gmail and automatic tracking and recording of emails

Reasons To Pass

- Mobile version is not available yet
- Lacks integration with LinkedIn Sales Navigator

Average Time to Go Live (Months)	1.2
Average Contract Term (Months)	11.8
Estimated Payback (Months)	9.1
Average User Adoption	81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Groove

Groove

San Francisco, CA

51-200 employees

Groove is a sales engagement platform that automates non-sales activities so that sales teams can spend more time building relationships and generating revenue. Groove eliminates the need for CRM data entry and provides managers with real-time visibility into activity levels and performance, regardless of location.

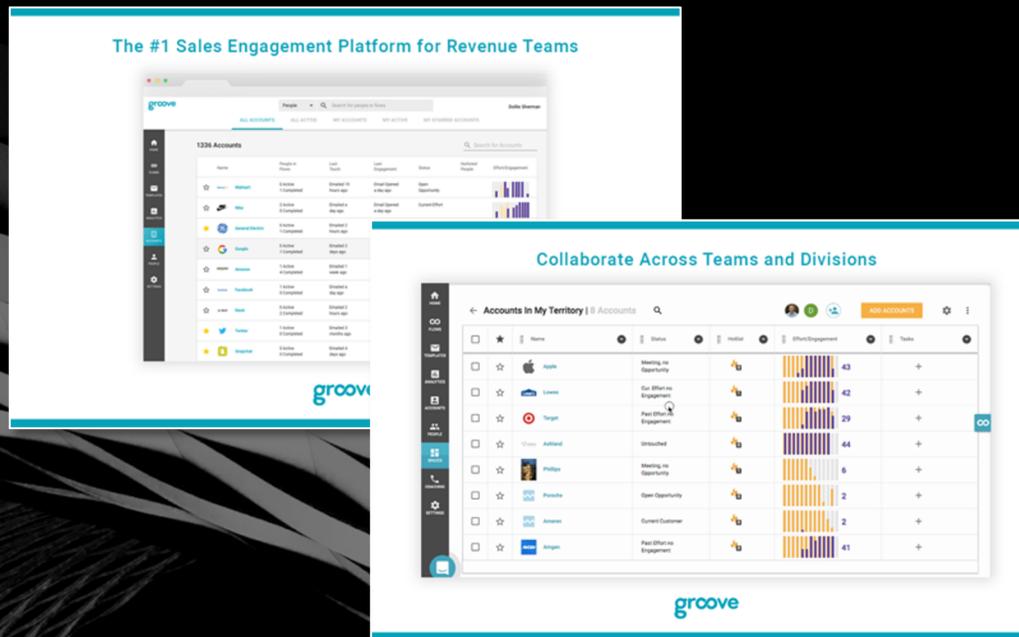www.groove.co | Twitter: @groove_co

Overall Satisfaction
97%

Ease of Use
93%

Ease of Setup
92%

Quality of Support
95%

The #1 Sales Engagement Platform for Revenue Teams

Collaborate Across Teams and Divisions

Pricing Model

- Groove has not provided pricing information for this product or service. Contact Groove to obtain current pricing
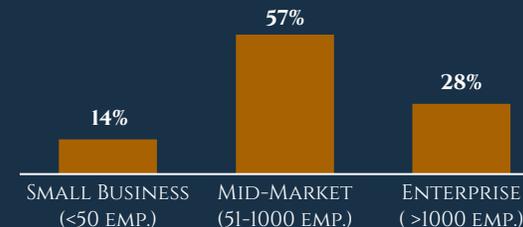
Reasons To Buy

- Offers the industry's only native Salesforce integration, which reduces administrative overhead by as much as 90%
- Creates reports in Salesforce to visualize productivity
- Calendar scheduler is integrated within outgoing emails

Reasons To Pass

- Lacks support for mobile app
- The integrated dialer presents room for improvement

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
14%	57%	28%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
67%	9%	0%

Average Time to Go Live (Months) — 1.2

Average Contract Term (Months) — 10.8

Estimated Payback (Months) — 9.6

Average User Adoption — 75%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Freshsales

Freshworks

San Mateo, CA

1,001-5,000 employees

Freshsales is a sales CRM software that gives businesses everything they need to manage and scale their sales. Freshsales boasts a highly intuitive user interface and a powerful feature set including built-in phone and email, AI-based lead scoring, visual deal pipeline, intelligent workflow automations, and customizable visual reports and dashboards.

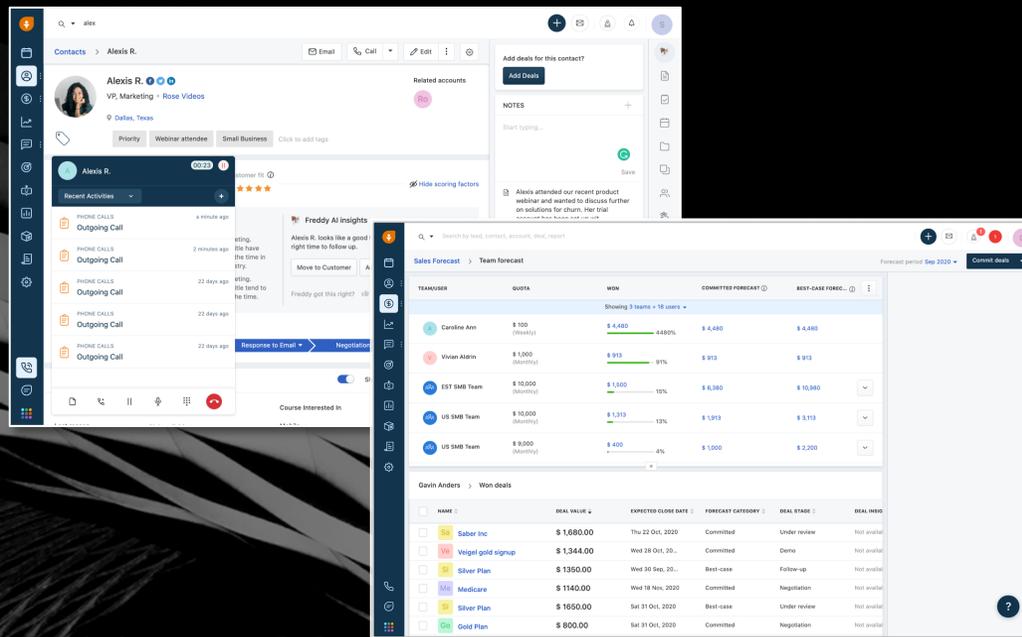www.freshworks.com | Twitter: @freshsalesapp

Overall Satisfaction
80%

Ease of Use
92%

Ease of Setup
88%

Quality of Support
92%

Pricing Model

- Freshsales Free: $0 per user per month
- Growth: $15 per user per month
- Pro: $39 per user per month
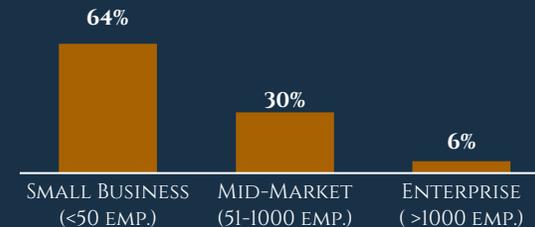- Enterprise: $69 per user per month

Reasons To Buy

- Sales agent has a complete view of the flow of information that the application handles
- User interface is simple and straightforward

Reasons To Pass

- It is not fully optimized for mobile devices
- Import and export process is not as intuitive as that of comparable products

Customer by Size

- Small Business (<50 emp.): 64%
- Mid-Market (51-1000 emp.): 30%
- Enterprise (>1000 emp.): 6%

Implementation Method[1]

- In-House Team: 82%
- Vendor Services Team: 8%
- Third Party Consultant: 0%

Average Time to Go Live (Months) — 1.3

Average Contract Term (Months) — 5.4

Estimated Payback (Months) — 7.4

Average User Adoption — 74%
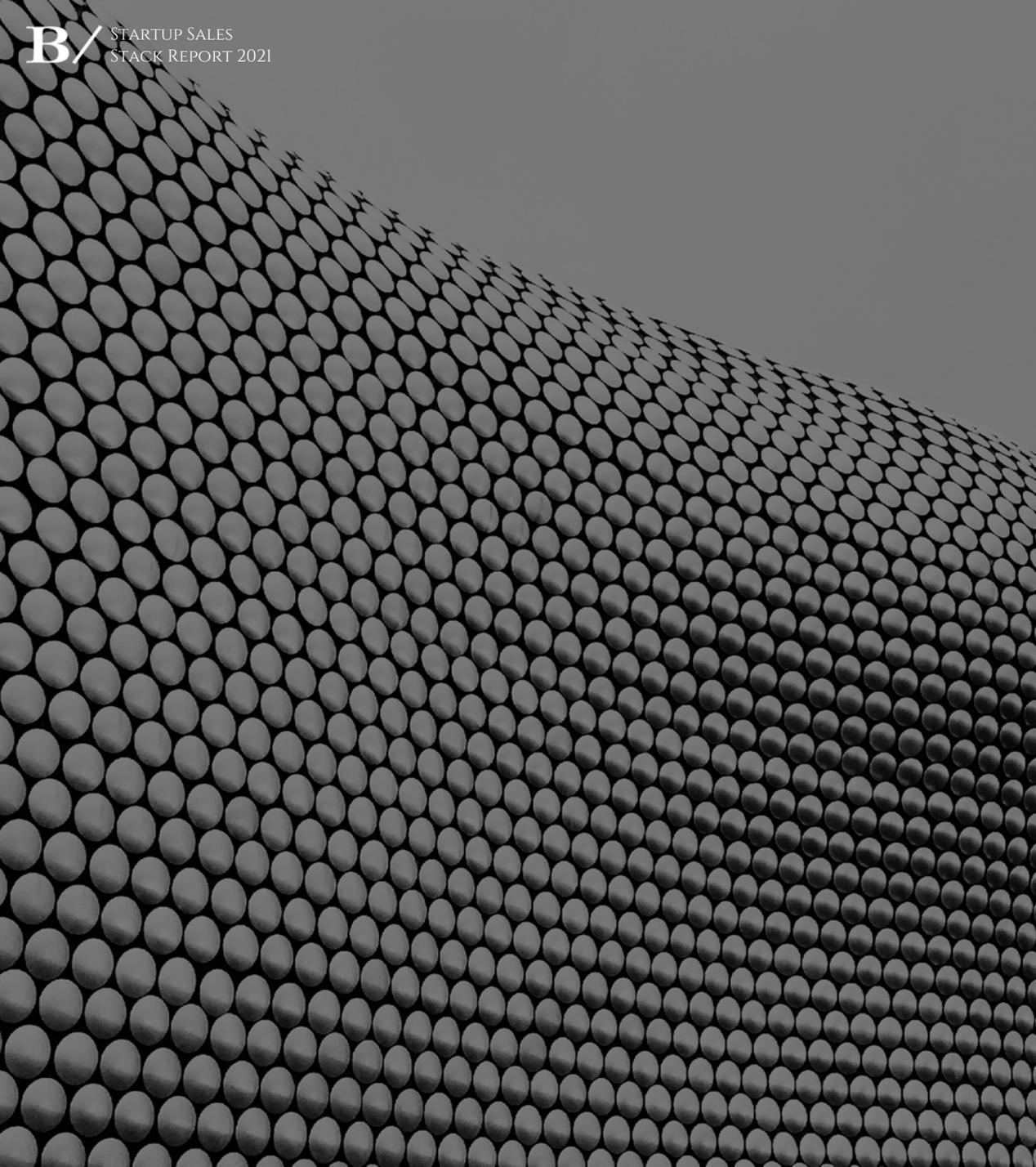
Email Tracking

Tools that track emails and collect analytics (e.g., email open rates, clicks volume, number of attachment downloads) to identify optimal engagement points and improve effectiveness of outreach campaigns.

HUBSPOT SALES HUB	78
SALESLOFT	79
OUTREACH	80
GROOVE	81
FRESHSALES	82

Additional products included in the category are: Yesware, Mixmax, Cirrus Insight, Playbooks

10

Observations on Email Tracking and Criteria for Inclusion

Email tracking software integrates directly with email platforms and is often implemented as an addition to complementary sales and marketing products, such as CRM software and email marketing software products, to form a complete sales force automation system.

To qualify for inclusion in the Email Tracking category, a product must:

Integrate with email platforms so that users can create, manage, send, schedule, and track inbound and outbound emails

Enable users to schedule emails according to a diverse range of factors such as time constraints, geographic distribution of prospects, and prospect status

Notify users when various actions (e.g., email opened, reply sent, attachment downloaded) are performed by the recipient

Allow users to categorize inbound and outbound email communications according to tags, lists, and sales priority

Deliver analytics on basic and advanced email use information to understand how emails are received
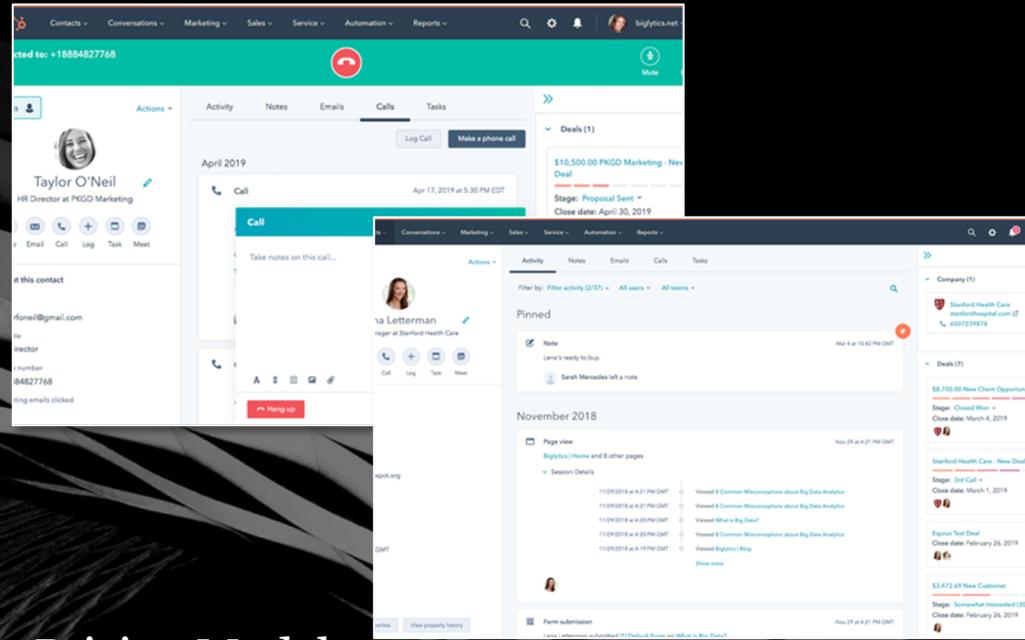
HubSpot Sales Hub

HubSpot

Cambridge, MA

1,001-5,000 employees

HubSpot Sales Hub gives users a full suite of tools to boost productivity, shorten deal cycles, and make the sales process more human-friendly.

www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
96%

Ease of Use
90%

Ease of Setup
87%

Quality of Support
88%

Customer by Size

- Small Business (<50 emp.): 65%
- Mid-Market (51-1000 emp.): 32%
- Enterprise (>1000 emp.): 4%

Implementation Method[1]

- In-House Team: 81%
- Vendor Services Team: 7%
- Third Party Consultant: 3%

Pricing Model

- Free HubSpot CRM: $0
- Sales Hub Starter: $50 per month (2 paid users)
- Sales Hub Professional: $500 per month (5 paid users)
- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

- Mobile app is well designed
- Offers possibility of multi-step prospecting sequence
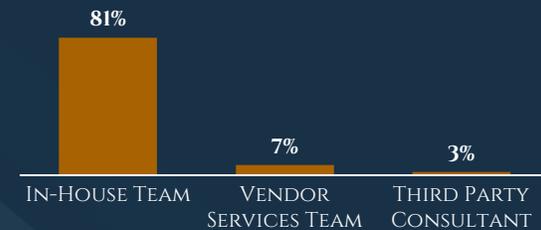- It is possible to receive direct support from Hubspot through the "chat support" feature

Reasons To Pass

- Lacks integration with Microsoft Teams
- Does not have extensive reporting to drill-down data for several layers

Average Time to Go Live (Months): 2.0

Average Contract Term (Months): 9.1

Estimated Payback (Months): 14.2

Average User Adoption: 73%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

SalesLoft

SalesLoft

Atlanta, GA

501-1,000 employees

SalesLoft is a sales engagement platform that helps teams set and execute a cadence of communications to convert target accounts into customer accounts. With real-time email tracking and integrated sales dialer and social communications, sales leaders can be confident their reps are executing effective selling processes for their organization.

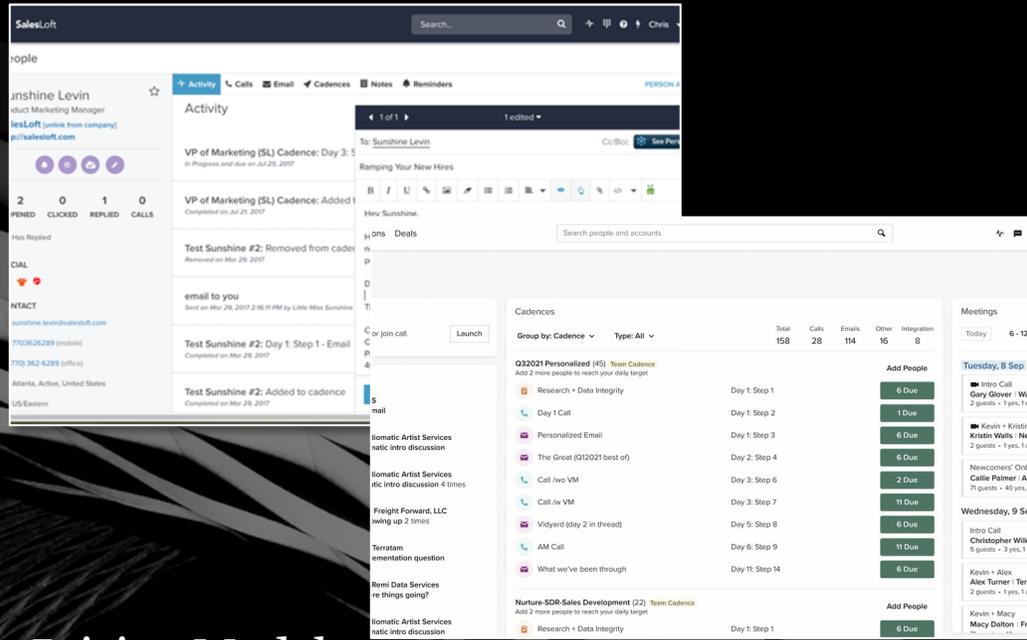www.salesloft.com | Twitter: @salesloft

Overall Satisfaction
96%

Ease of Use
90%

Ease of Setup
87%

Quality of Support
88%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
26%	59%	15%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
80%	10%	3%

Pricing Model

- SalesLoft has not provided pricing information for this product or service. Contact SalesLoft to obtain current pricing

Reasons To Buy

- Offers automatic logging of activities (calls, emails, notes, LinkedIn Sales Navigator) to CRM

- Cadence function enables user to set up a sequence of events (e.g, email a prospect, then follow on LinkedIn, then call them, then email, etc.)

Reasons To Pass

- Lacks integration with calendars to book meetings directly through the platform

- Analytics are basic

Average Time to Go Live (Months) **1.2**

Average Contract Term (Months) **12.1**

Estimated Payback (Months) **9.4**

Average User Adoption **80%**

78

Outreach

Outreach

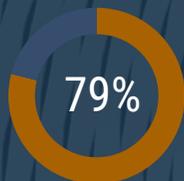Seattle, WA

1,001-1,500 employees

By automating and prioritizing all customer touch points throughout the sales process, Outreach triples the productivity of sales teams by empowering them to drive more pipeline, book more meetings, and exceed revenue goals. Outreach places actionable data intelligence at the fingertips of sales reps through a single, integrated view of all prospect information.
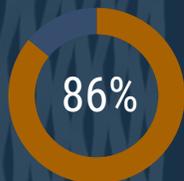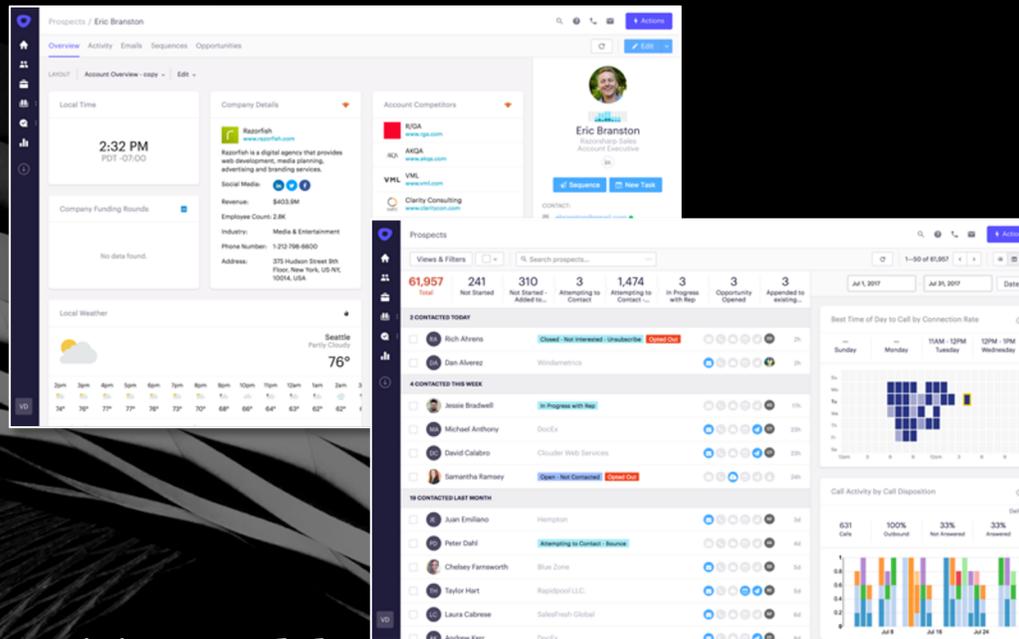
www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
91%

Ease of Use
85%

Ease of Setup
79%

Quality of Support
86%

Pricing Model

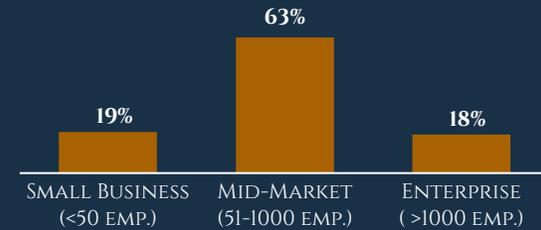- Outreach has not provided pricing information. Contact Outreach to obtain current pricing

Reasons To Buy

- Offers A/B testing function on emails and campaign insights
- Automation of sequences is helpful when it comes to campaign prospecting
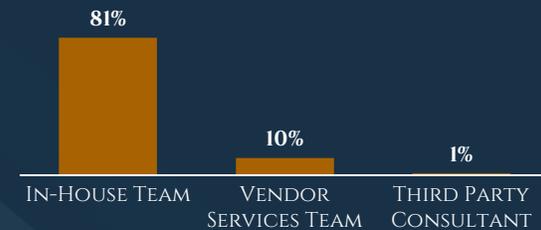- Provides full integration with Gmail and automatic tracking and recording of emails

Reasons To Pass

- Mobile version is not available yet
- Lacks integration with LinkedIn Sales Navigator

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
19%	63%	18%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
81%	10%	1%

Average Time to Go Live (Months)　**1.3**

Average Contract Term (Months)　**11.9**

Estimated Payback (Months)　**9.5**

Average User Adoption　**76%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Groove

Groove

San Francisco, CA

101-250 employees

Groove is a sales engagement platform that improves productivity by automating time consuming tasks such as email logging, outbound call logging, activity capture, and meeting scheduling without data latency or sync errors. Built for enterprise and mid-market companies, Groove is easy-to-use and highly configurable.

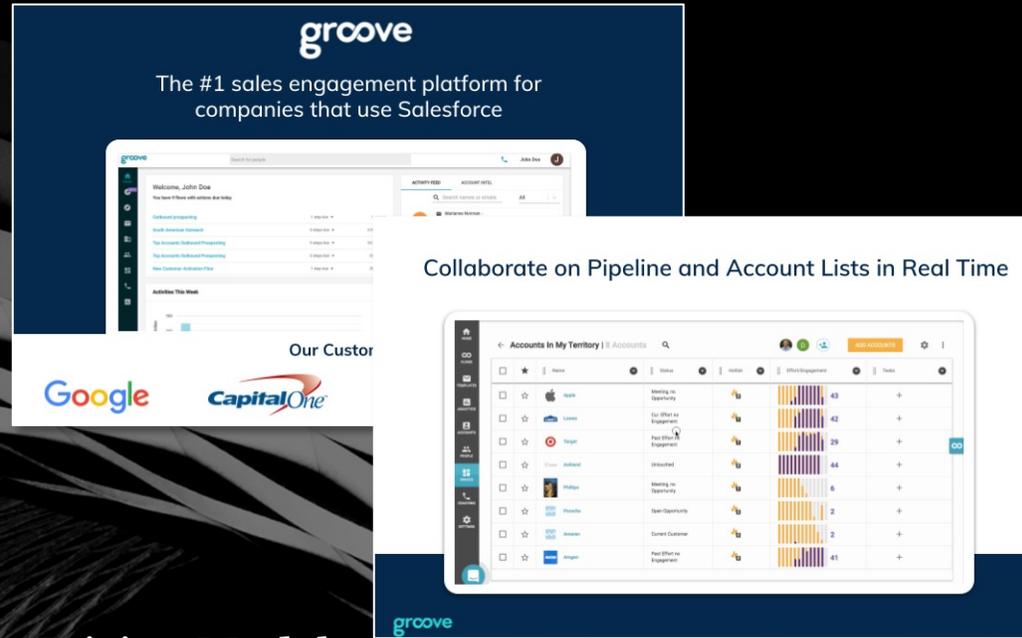www.grove.co | Twitter: @groove_co

Overall Satisfaction
98%

Ease of Use
93%

Ease of Setup
93%

Quality of Support
95%

Pricing Model

- Groove has not provided pricing information for this product or service. Contact Groove to obtain current pricing
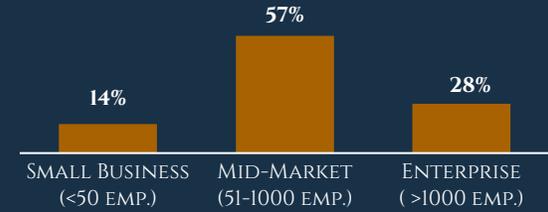
Reasons To Buy

- Integrates well with Salesforce
- Exceptional at tracking activities
- Easy way to automate
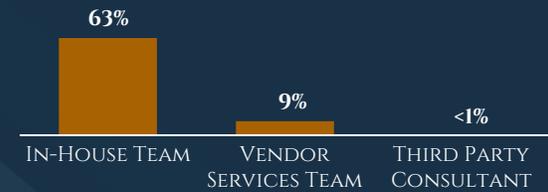- Efficient sales engagement tool

Reasons To Pass

- New tools and updates can be hard to keep up with
- Set up can be intensive

Customer by Size

	14%	57%	28%
	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

63%	9%	<1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — **1.3**

Average Contract Term (Months) — **10.2**

Estimated Payback (Months) — **10.4**

Average User Adoption — **76%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

80

Freshsales

Freshworks

San Mateo, CA

2,501-5,000 employees

Freshsales is a sales CRM software that gives businesses everything they need to manage and scale their sales. Freshsales boasts a highly intuitive user interface and a powerful feature set including built-in phone and email, AI-based lead scoring, visual deal pipeline, intelligent workflow automations, and customizable visual reports and dashboards.
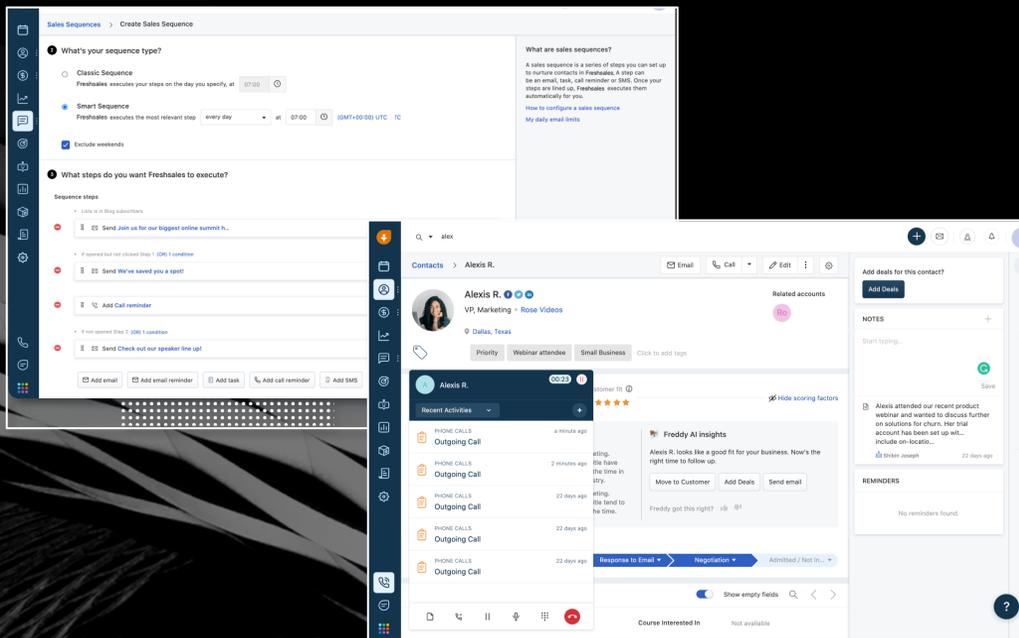
www.freshworks.com | Twitter: @freshsalesapp

Overall Satisfaction
83%

Ease of Use
91%

Ease of Setup
88%

Quality of Support
92%

Visit G2 Website

Customer by Size

- 63% — Small Business (<50 emp.)
- 30% — Mid-Market (51-1000 emp.)
- 7% — Enterprise (>1000 emp.)

Implementation Method[1]

- 84% — In-House Team
- 8% — Vendor Services Team
- <1% — Third Party Consultant

Pricing Model

- Free: $0 per user per month
- Growth: $15 per user per month
- Pro: $39 per user per month
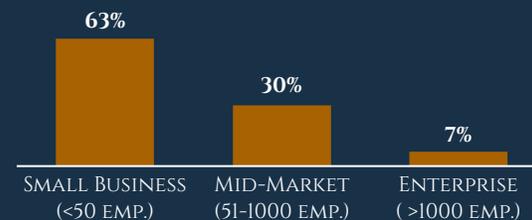- Enterprise: $69 per user per month

Reasons To Buy

- Sales agent has a complete view of the flow of information that the application handles
- User interface is simple and straightforward

Reasons To Pass

- It is not fully optimized for mobile devices
- Import and export process is not as intuitive as that of comparable products

Average Time to Go Live (Months)	1.3
Average Contract Term (Months)	5.6
Estimated Payback (Months)	7.8
Average User Adoption	69%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Live Chat

Tools that open an instant messaging channel between customer service representatives and website visitors, to provide support to users who have questions regarding products.

ZENDESK CHAT	84
INTERCOM	85
ZOHO DESK	86
PODIUM	87
FRESHDESK	88

Additional products included in the category are: Drift, Freshchat, BirdEye, UJET

11

Observations on Live Chat and Criteria for Inclusion

Live chat functionality may come as a feature of other software types including e-commerce platforms and help desk software products.

To qualify for inclusion in the Live Chat category, a product must:

Provide instant messaging capabilities between customer service representatives and website visitors

Allow chat windows to either initiate conversation or live independently on a website for potential inquiries

Zendesk Chat

Zendesk

San Francisco, CA

1,001-5,000 employees

Zendesk Chat live chat solution helps businesses increase sales conversion by engaging important leads on their websites.

www.zendesk.com | Twitter: @ZendeskChat

Overall Satisfaction
92%

Ease of Use
89%

Ease of Setup
84%

Quality of Support
87%
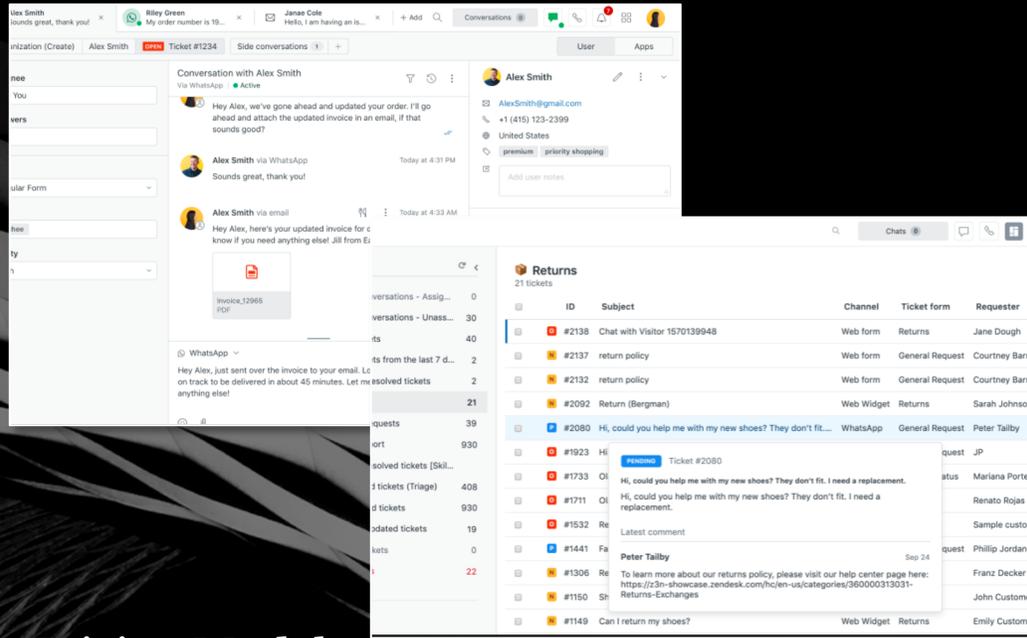
Pricing Model

- Support Only: $19 per user per monthly, billed annually
- Suite Team: $49 per user per month, billed annually
- Advanced: $79 per user per month, billed annually
- Premium: $99 per user per month, billed annually

Reasons To Buy

- After-chat notes function is useful to organize and collect data on trends
- It is easy to create macros
- The history function allows users to see missed chats and go back and reference to a previous conversation

Reasons To Pass

- It is not possible to edit a reply once it has been delivered
- Pricing is slightly above average for the category
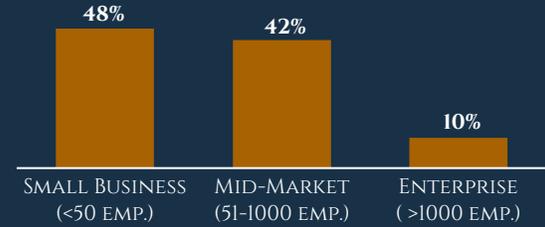
Customer by Size

48%	42%	10%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

75%	8%	4%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

Average Time to Go Live (Months) — 1.6

Average Contract Term (Months) — 7.7

Estimated Payback (Months) — 13.2

Average User Adoption — 74%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Intercom

Intercom

San Francisco, CA

501-1000 employees

Intercom is a Conversational Relationship Platform (CRP). With Intercom, users can build better customer relationships through personalized, messenger-based experiences across the customer journey.

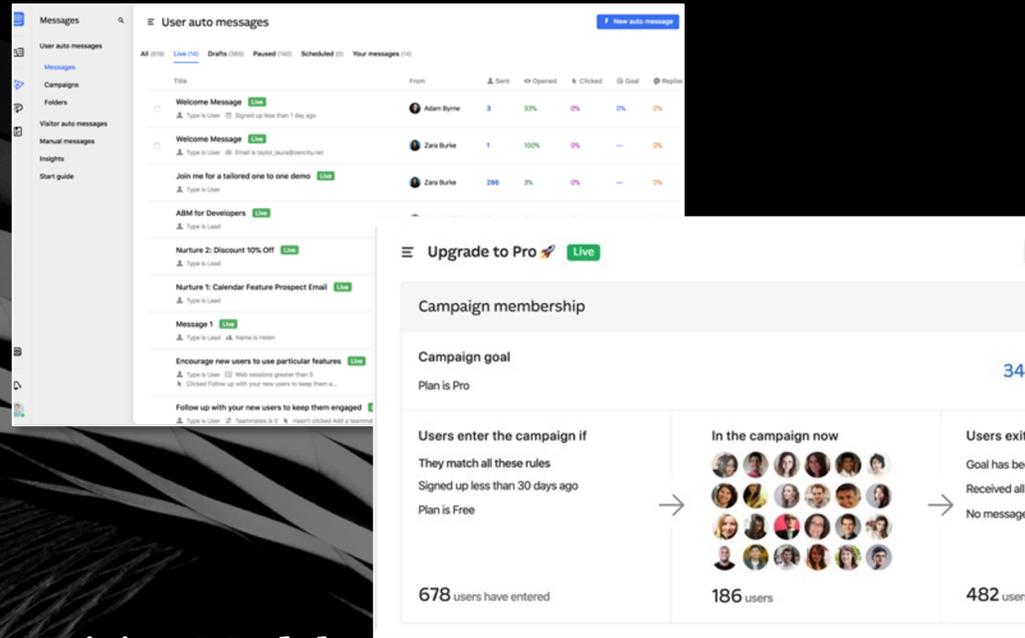www.intercom.com | Twitter: @intercom

Overall Satisfaction

94%

Ease of Use

90%

Ease of Setup

86%

Quality of Support

87%

Pricing Model

- Intercom has not provided pricing information. Contact Intercom to obtain current pricing

Reasons To Buy

- Mobile application is clean and easy to use
- Offers multiple integrations for the inbox without adding extra complexity

Reasons To Pass

- Lacks native integration between Intercom and Google Data Studio
- Segmentation can be cumbersome for first time users

Customer by Size
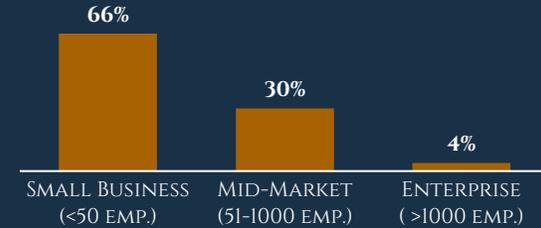
66%

30%

4%

Small Business (<50 emp.) | Mid-Market (51-1000 emp.) | Enterprise (>1000 emp.)

Implementation Method[1]

86%

2%

0%

In-House Team | Vendor Services Team | Third Party Consultant

Average Time to Go Live (Months) **1.2**

Average Contract Term (Months) **4.4**

Estimated Payback (Months) **14.0**

Average User Adoption **75%**

85

Zoho Desk

Zoho Desk

Austin, Texas

10,001-20,000 employees

Zoho Desk pulls in all your customer interactions from across multiple channels into single, clean interface. You can seamlessly continue these conversations and help customers easily.

www.zohodesk.com | Twitter: @Zoho

Overall Satisfaction
93%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
86%
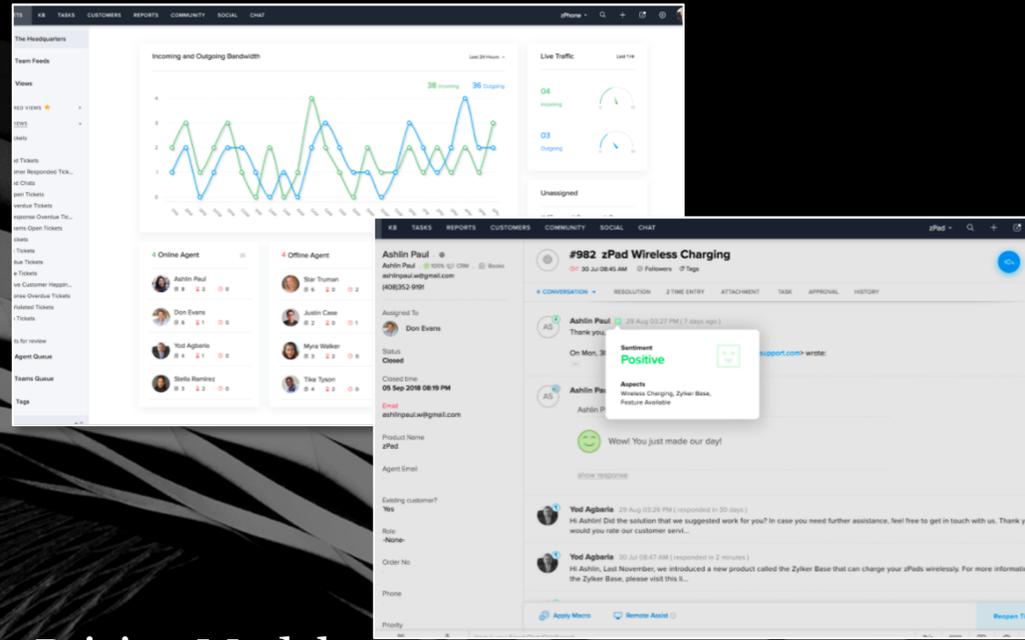
Pricing Model

- Freer: free per 3 users
- Standard: $14 per user per month
- Professional: $23 per user per month
- Enterprise: $40 per user per month

Reasons To Buy

- Cost effective and efficient.
- Easy and smooth set up.
- Seamless ticketing process.

Reasons To Pass

- Integration with Zoho forms could be improved.
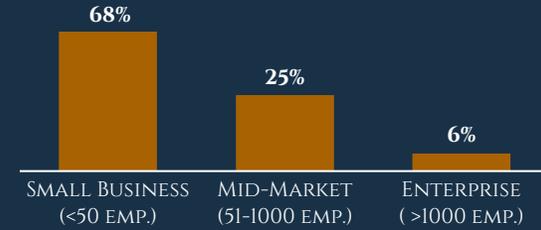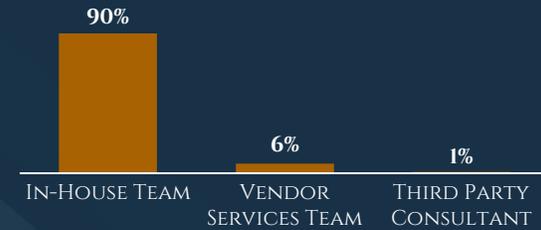
Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
68%	25%	6%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	6%	1%

Average Time to Go Live (Months) — 1.6

Average Contract Term (Months) — 3.8

Estimated Payback (Months) — 10.8

Average User Adoption — 50%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Podium

Podium

Lehi, UT

501-1,000 employees

Podium's Interaction Management platform uses messaging to make it convenient to interact with leads, customers, and teams at every customer touchpoint. With Podium, users can message leads and customers, get reviews and feedback, collect payment, and communicate easily with the team, all in one easy-to-use inbox.

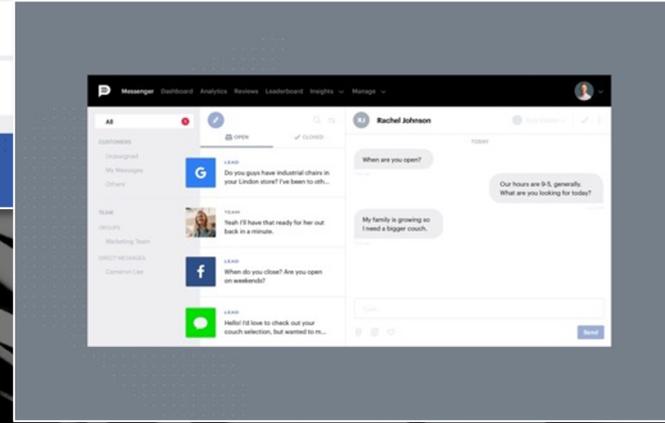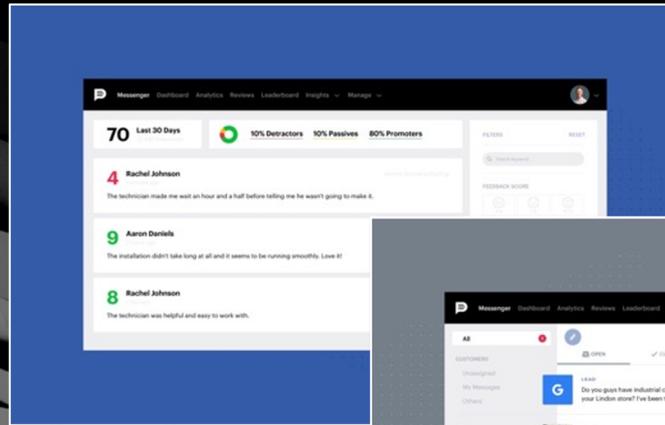www.podium.com | Twitter: @PodiumHQ

Overall Satisfaction
97%

Ease of Use
94%

Ease of Setup
94%

Quality of Support
93%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
58%	40%	2%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
60%	8%	0%

Pricing Model

- Podium has not provided pricing information. Contact Podium to obtain current pricing

Reasons To Buy

- The mobile app is well designed and user friendly
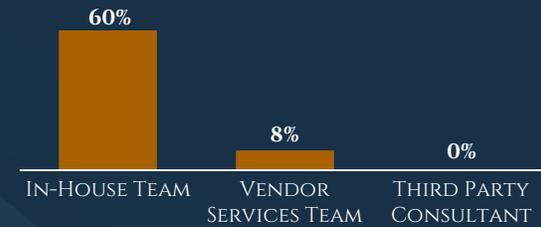- Offers high speed of operations

Reasons To Pass

- Team Chat sidebar seems to be over-simplified, making it difficult to differentiate between groups of chats
- Portfolio of message templates is limited
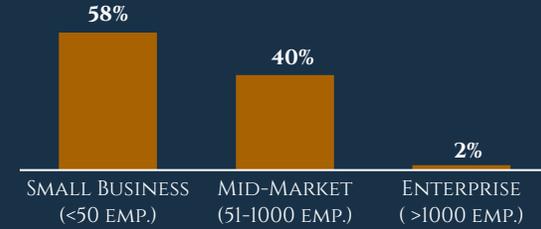
Average Time to Go Live (Months) — 0.9

Average Contract Term (Months) — 7.2

Estimated Payback (Months) — 11.9

Average User Adoption — 74%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

87

Freshdesk

Freshdesk

San Mateo, CA

1001-5,000 employees

Freshdesk is a cloud-based customer service software that enables businesses of all sizes to deliver stellar customer support. Freshdesk converts incoming requests via email, web, phone, chat, and social into tickets, and unifies ticket resolution across channels. Freshdesk boasts an AI-powered support chatbot, predictive support capabilities, and field service management.
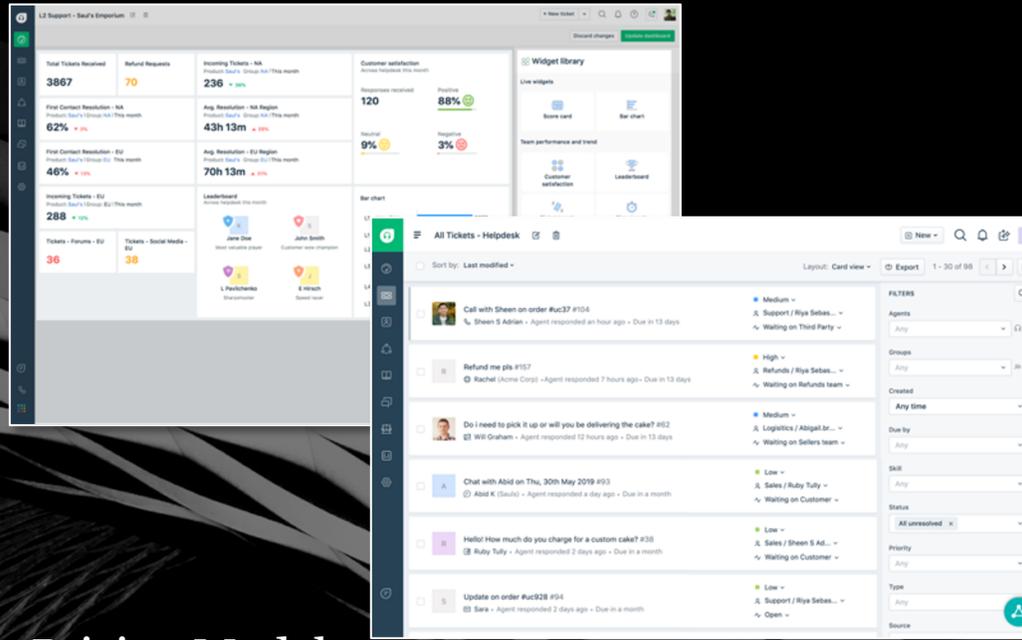
www.freshdesk.com | Twitter: @freshdesk

Overall Satisfaction
89%

Ease of Use
91%

Ease of Setup
88%

Quality of Support
90%

Pricing Model

- Free: free
- Growth: $15 per user per month, billed annually
- Pro: $49 per user per month, billed annually
- Enterprise: $69 per user per month, billed annually

Reasons To Buy

- Offers ability to integrate with email platforms and automatically create a ticket
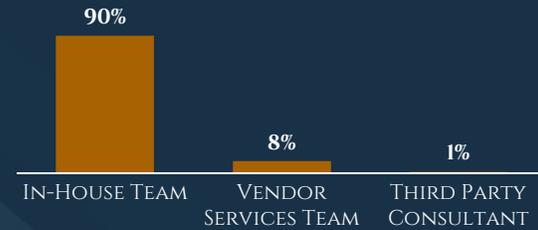- Provides integration with social media accounts (Twitter, Facebook)

Reasons To Pass

- Customization options are limited
- Reporting falls short on metrics that would give value to performance analysis

Customer by Size

46%	40%	14%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

90%	8%	1%
In-House Team	Vendor Services Team	Third Party Consultant
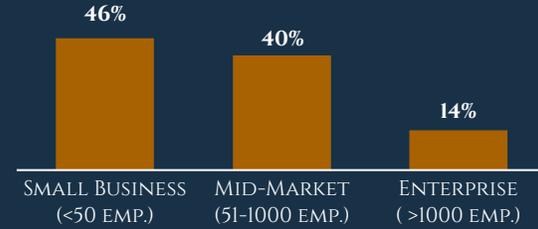
|	
Average Time to Go Live (Months)	1.2
Average Contract Term (Months)	5.7
Estimated Payback (Months)	11.0
Average User Adoption	74%

CPQ

Tools that automate the lifecycle of the quoting and proposal process (configuration logic for the offering, standard and custom pricing, and quote tracking) to accelerate the sales process while improving quote accuracy and customer relations.

Additional products included in the category are: IBM Sterling Configure, Price, Quote, KBMax, Experlogix CPQ

12
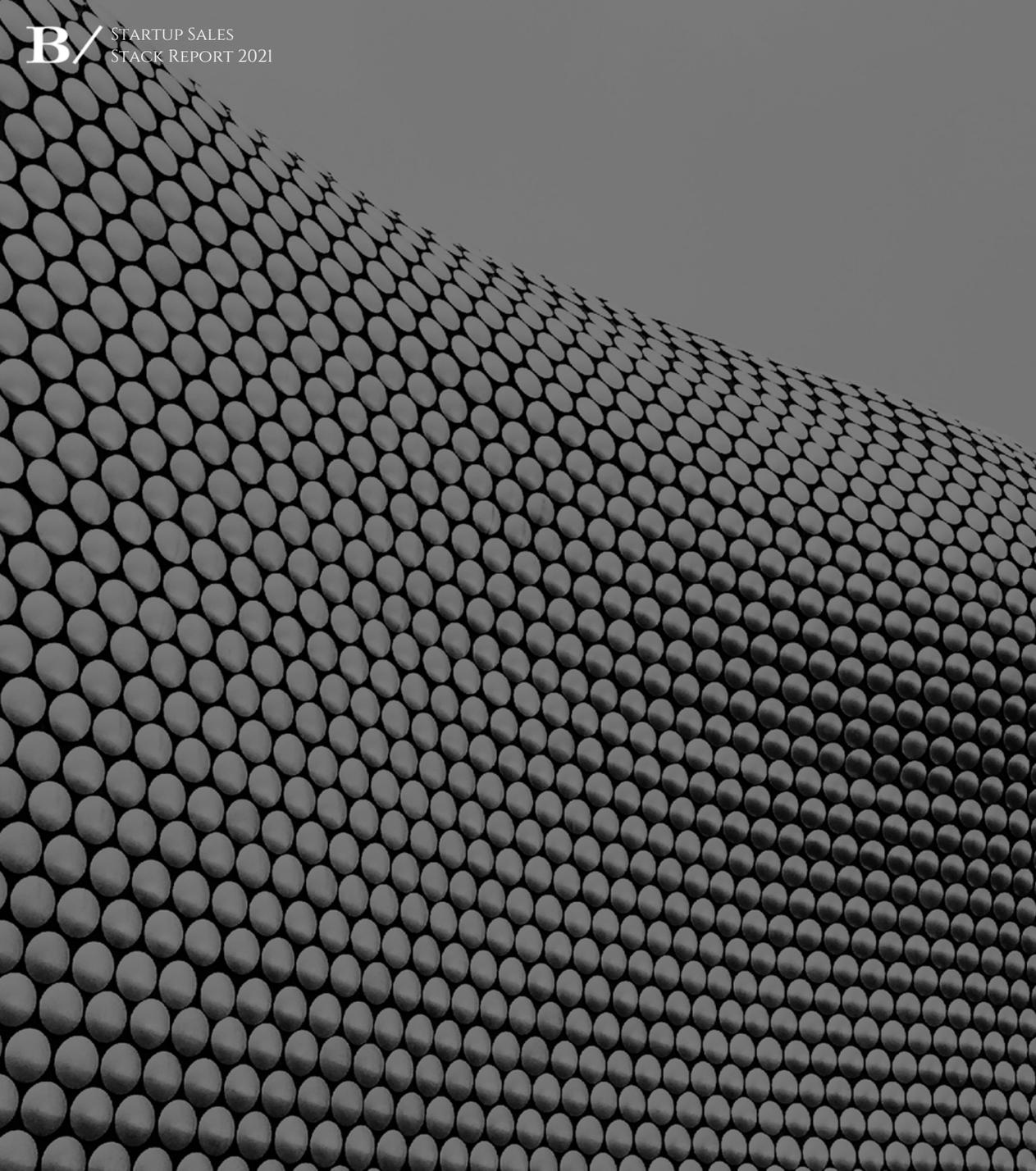
Observations on CPQ
and Criteria for Inclusion

Products are typically built on an existing CRM software product or designed to integrate with one (or more) CRM tools.

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

- Include features for the basic activities that are part of the configure, price, quote lifecycle: configuration logic for the offering, standard and custom pricing, and quote tracking

- Provide information that salespeople can use to quickly create offers that are beneficial for both the customer and the company

- Offer workflows for users to create, modify, send, and track quote documents in different formats

- Allow the use of CRM software, ERP systems, and other enterprise software data to define and manage product catalogs including pricing and bundling for hundreds or thousands of products

- Evaluate the profitability of each offering based on financial rules, customer pricing, costs, and external factors like competitors, market changes, and laws and regulations

Salesforce CPQ

Salesforce

San Francisco, CA

50,001+ employees

Salesforce CPQ automates quoting, contracting, and the ordering process. The solution improves sales productivity and helps users close more deals without ever leaving Salesforce. Fully native on the Salesforce platform, Salesforce CPQ delivers next-generation CPQ which is 5-10x easier to implement than legacy CPQ applications.

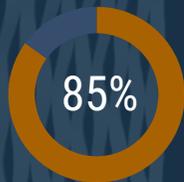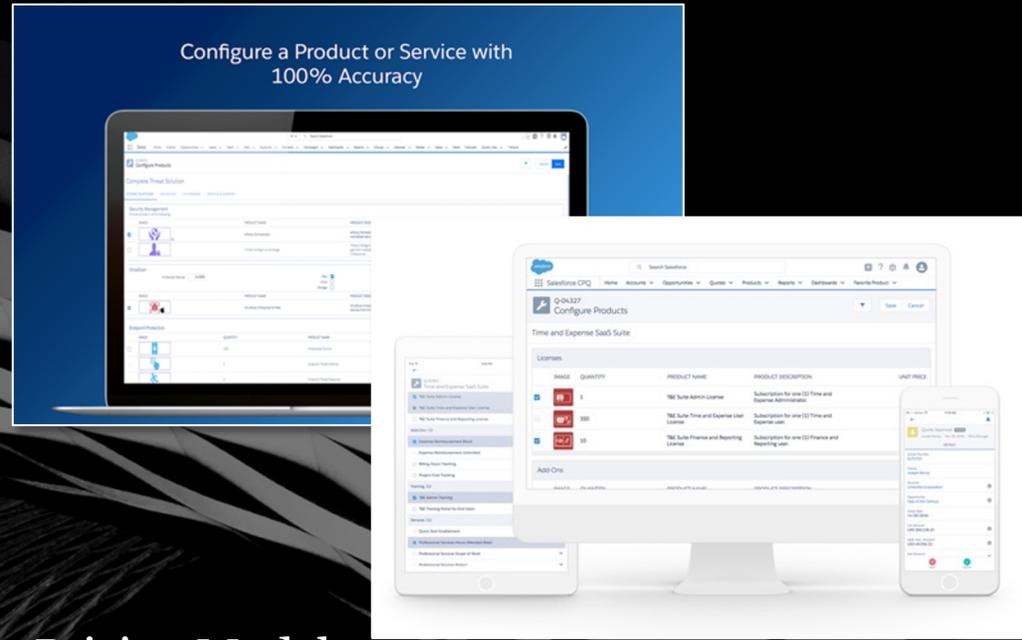www.salesforce.com | Twitter: @SalesforceCPQ

Overall Satisfaction
88%

Ease of Use
83%

Ease of Setup
78%
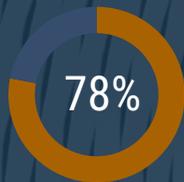
Quality of Support
85%

Pricing Model

- CPQ: $75 per user per month, billed annually
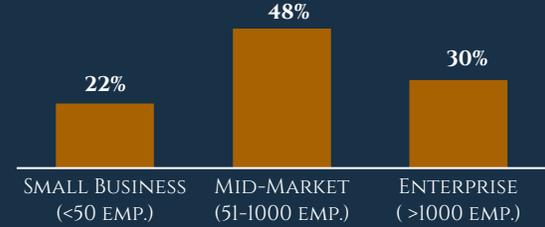- CPQ+: $150 per user per month, billed annually

Reasons To Buy

- Adaptability and breadth of functionality makes it suitable for diverse industries
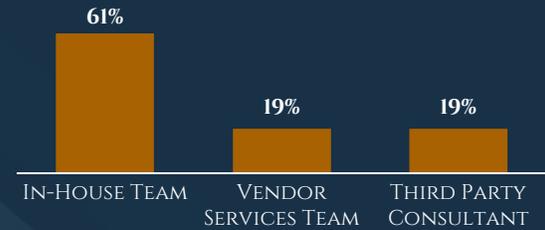
Reasons To Pass

- The high number of functionalities calls for extensive training to ensure compliance and buy-in from sales reps

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
22%	48%	30%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
61%	19%	19%

Average Time to Go Live (Months) — 4.1

Average Contract Term (Months) — 14.9

Estimated Payback (Months) — 16.9

Average User Adoption — 68%

HubSpot Sales Hub

HubSpot

Cambridge, MA

5,001-10,000 employees

HubSpot Sales Hub supercharges your sales process with a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.

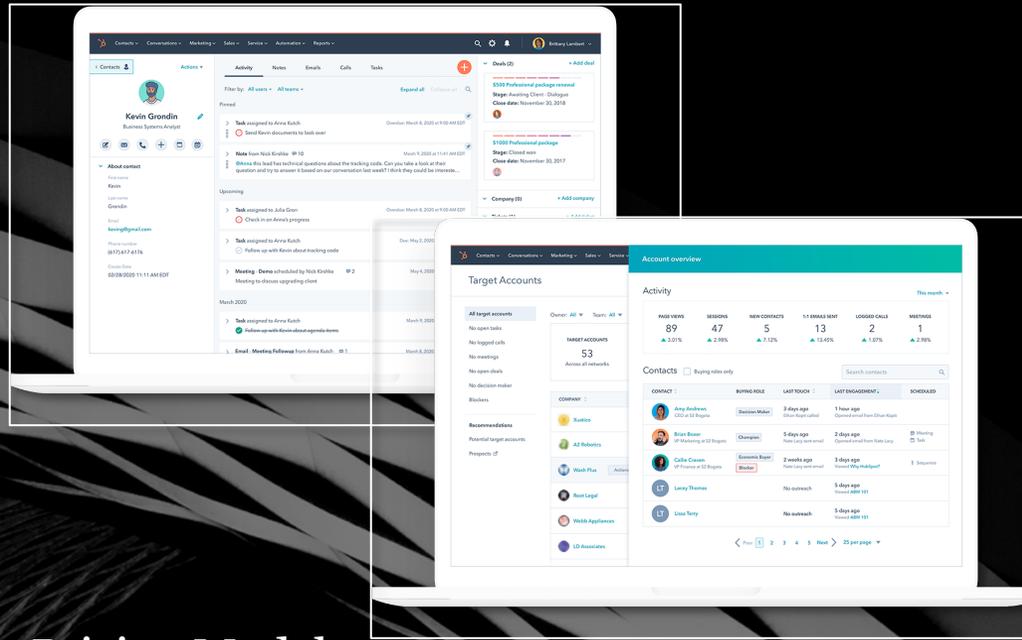www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
95%

Ease of Use
93%

Ease of Setup
91%

Quality of Support
92%

Pricing Model

- Free Edition: $0, up to 1 users
- Sales Hub Starter: $50 for 2 users per month
- Sales Hub Professional: $500 for 5 users per month
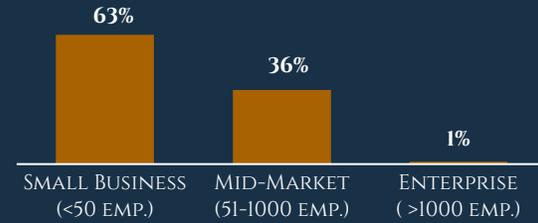- Sales Hub Enterprise: $1,200 for 10 users per month

Reasons To Buy

- Create customer success manager
- User friendly with lots of integrations
- Customizable and flexible

Reasons To Pass

- Outside email communication integration aren't always captured in CRM
- Layout requires scrolling

Customer by Size

63%	36%	1%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

81%	6%	<1%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

Average Time to Go Live (Months) — 1.3

Average Contract Term (Months) — 10.9

Estimated Payback (Months) — 19.6

Average User Adoption — 82%

DealHub.io

DealHub.io

Los Altos, CA

11-50 employees

DealHub is an award-winning Sales Engagement and CPQ platform that delivers a personalized buying experience at every step of the sales and prospecting funnels. DealHub enables Sales reps and buyers to meet, engage, and collaborate online on relevant, personalized, and dynamic content, while gaining real-time insights on buyer engagement and disposition.

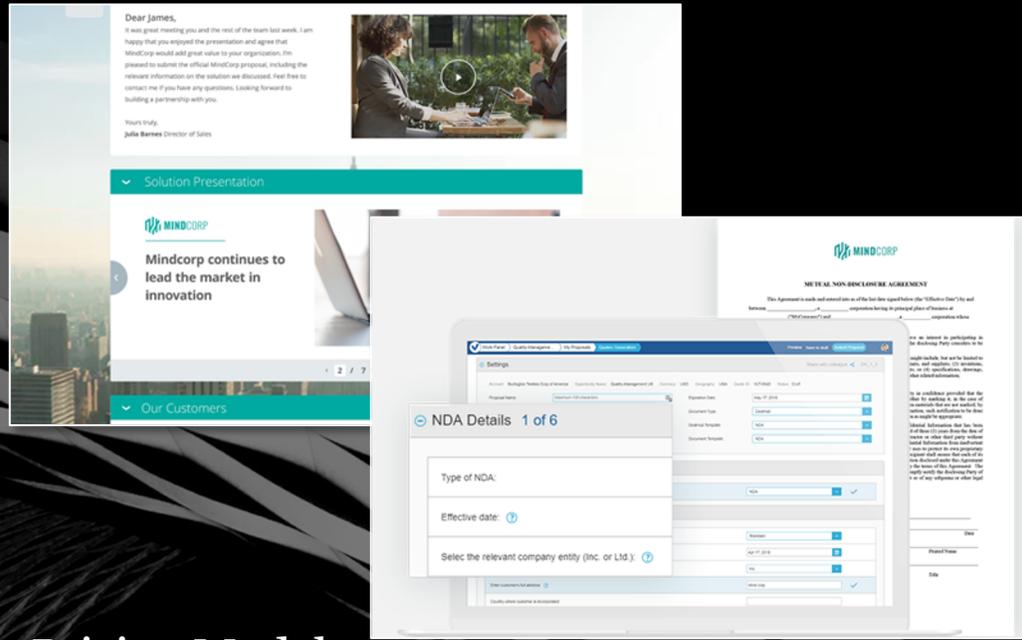www.dealhub.io | Twitter: @DealHubIO

Overall Satisfaction
99%

Ease of Use
95%

Ease of Setup
88%

Quality of Support
97%

Pricing Model
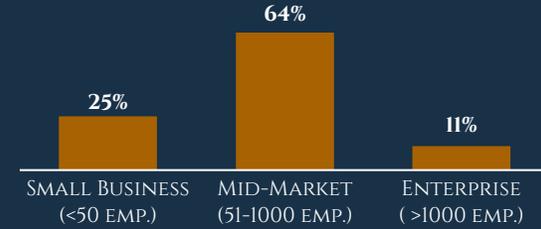
- CPQ+: Available upon request

Reasons To Buy

- Flexibility and adaptability are among the best on the market
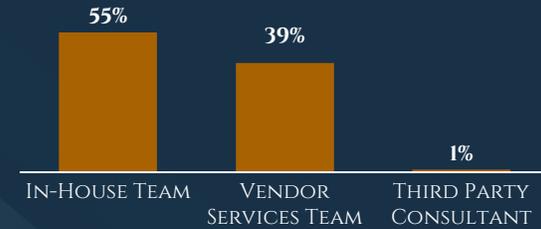- Implementation time is short

Reasons To Pass

- It is not possible for customers to upload documents in the DealRoom

Customer by Size

- Small Business (<50 emp.): 25%
- Mid-Market (51-1000 emp.): 64%
- Enterprise (>1000 emp.): 11%

Implementation Method[1]

- In-House Team: 55%
- Vendor Services Team: 39%
- Third Party Consultant: 1%

Average Time to Go Live (Months) — 2.8

Average Contract Term (Months) — 15.4

Estimated Payback (Months) — 11.0

Average User Adoption — 77%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

PandaDoc

PandaDoc

San Francisco, CA

500-750 employees

PandaDoc provides an all-in-one document workflow automation platform that helps fast scaling teams accelerate the ability to create, manage, and sign digital documents including proposals, quotes, contracts, and more.

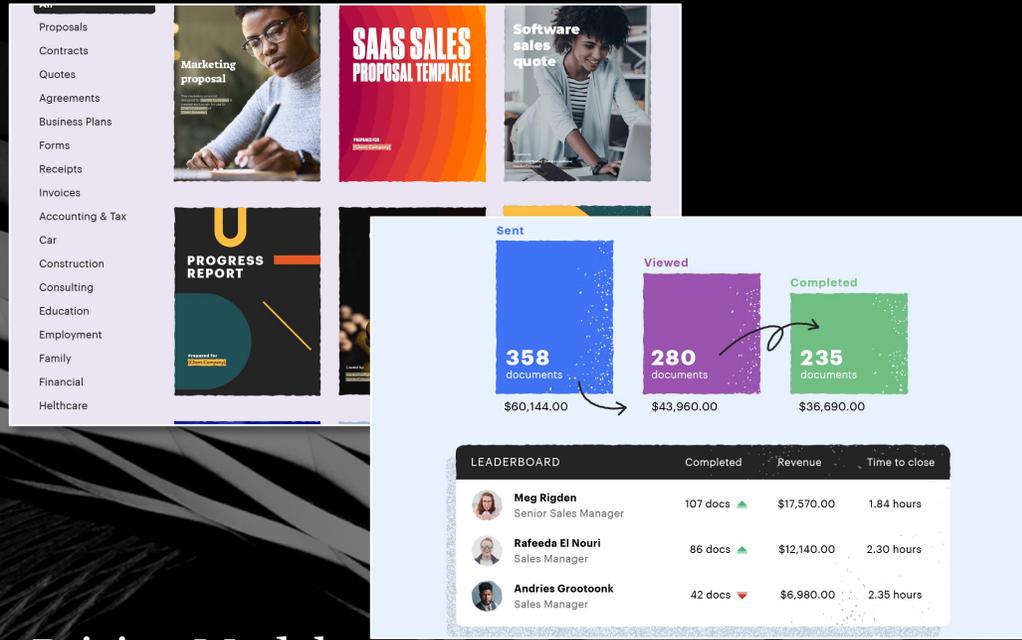www.pandadoc.com | Twitter: @pandadoc

Overall Satisfaction
89%

Ease of Use
91%

Ease of Setup
85%

Quality of Support
89%

Customer by Size

- Small Business (<50 emp.): 62%
- Mid-Market (51-1000 emp.): 32%
- Enterprise (>1000 emp.): 6%

Implementation Method[1]

- In-House Team: 86%
- Vendor Services Team: 7%
- Third Party Consultant: 4%

Pricing Model

- Free eSign: free
- Essentials: $19 per user per month
- Business: $49 per user per month
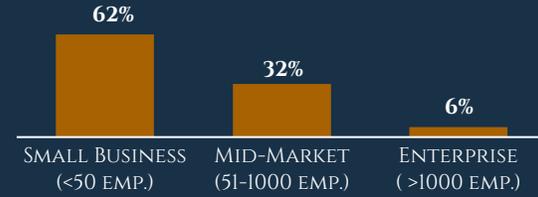- Enterprise: Contact PandaDoc

Reasons To Buy

- Offers a varied and dynamic workflow management, accessible without the internet
- Provides flexible formatting and high degree of customization
- Easy to use, intuitive, and integrates

Reasons To Pass

- Mobile adaptation is limited
- Cannot upload multiple documents at once
- File conversion might take time

Average Time to Go Live (Months) **1.1**

Average Contract Term (Months) **7.7**

Estimated Payback (Months) **8.3**

Average User Adoption **78%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Oracle CPQ

Oracle

Redwood Shores, CA

20,001+ employees

Oracle CPQ Cloud helps businesses sell products, services, and solutions faster, building upon the strength of Oracle Cloud infrastructure. It can be deployed stand-alone or in conjunction with leading CRM, e-commerce, Service, and ERP platforms to provide omni-channel customer experiences while eliminating quote-to-cash friction.
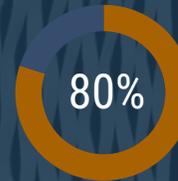
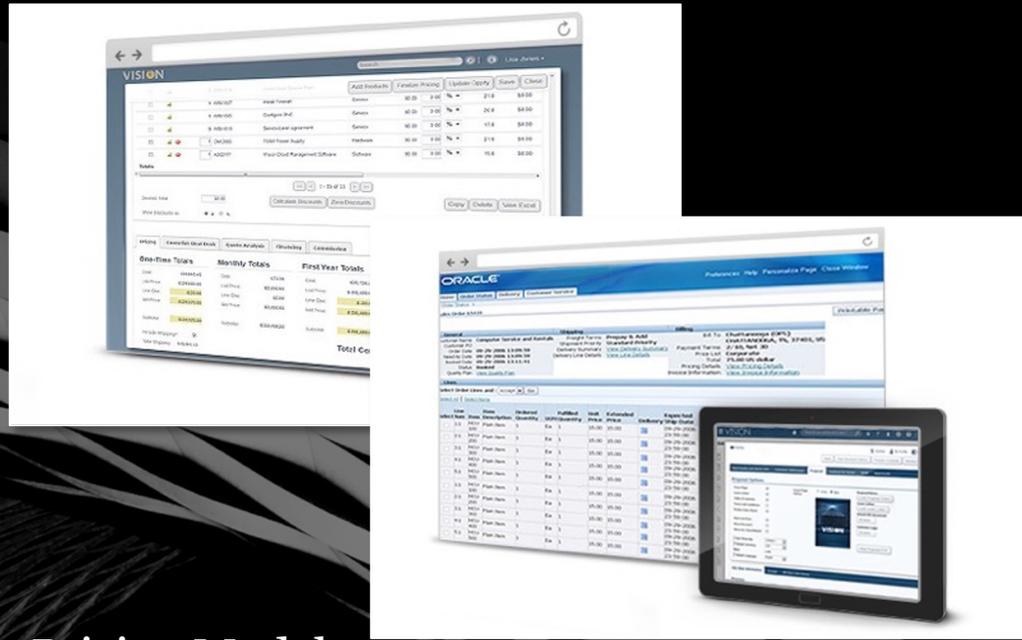www.oracle.com | Twitter: @OracleCPQ

Overall Satisfaction
59%

Ease of Use
80%

Ease of Setup
73%

Quality of Support
80%

Pricing Model

- Oracle CPQ has not provided pricing information. Contact Oracle CPQ to obtain current pricing
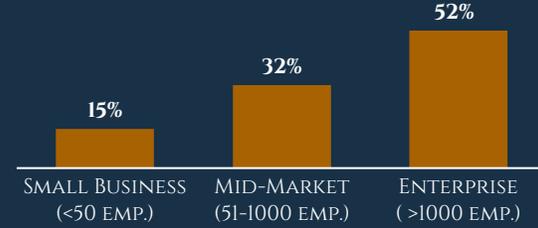
Reasons To Buy

- Offers high level of customization to meet the needs of products/organization
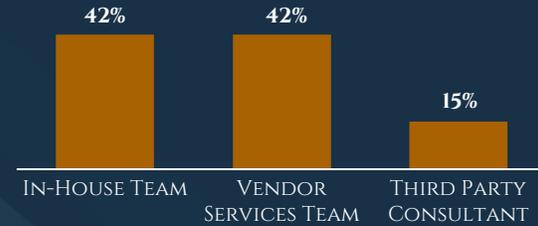- Supports over 15 languages

Reasons To Pass

- Requires significant upfront training to master the numerous functionalities
- User interface seems outdated when compared to similar products

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
15%	32%	52%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
42%	42%	15%

Average Time to Go Live (Months) — 6.4

Average Contract Term (Months) — 28.8

Estimated Payback (Months) — 24.8

Average User Adoption — 74%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Partner Management

Tools that improve communications with business partners (suppliers, distributors, resellers, etc.) by providing them with a portal to access documents, campaign materials, market development funds (MDF), opportunities, and deals.

PARTNERSTACK	98
ZINFI	99
ALLBOUND PRM	100
ZIFT SOLUTIONS	101
CROSSBEAM	102

Additional products included in the category are: Impartner PRM, Everflow, Salesforce Partner Relationship Management, TUNE, PartnerTap

13

Observations on Partner Management and Criteria for Inclusion

Partner management software delivers optimal results when used with other software solutions that track partner pipeline progression and engagement within the portal.

To qualify for inclusion in the Partner Management category, a product must:

- Offer portals to communicate and exchange information and content between a company and its partners, and optionally with prospects or customers

- Provide onboarding, training, and certification of partners

- Manage who has access to what information and decide which access rights are available for each user, group, role, etc.

- Include workflows for major business processes that involve the company and its partners, including notifications and alerts defined according to business rules

- Track and measure the effectiveness of MDF, co-op and co-branded partner activities

PartnerStack

PartnerStack Inc.

Toronto, Canada

51-200 employees

PartnerStack enables companies to leverage partnerships in order to grow revenue, increase distribution, and go to market quicker and more efficiently. The fastest growing software companies in the world like Asana, Drift, Freshworks, and Intuit use PartnerStack to power their reseller, marketing, and referral partner programs.

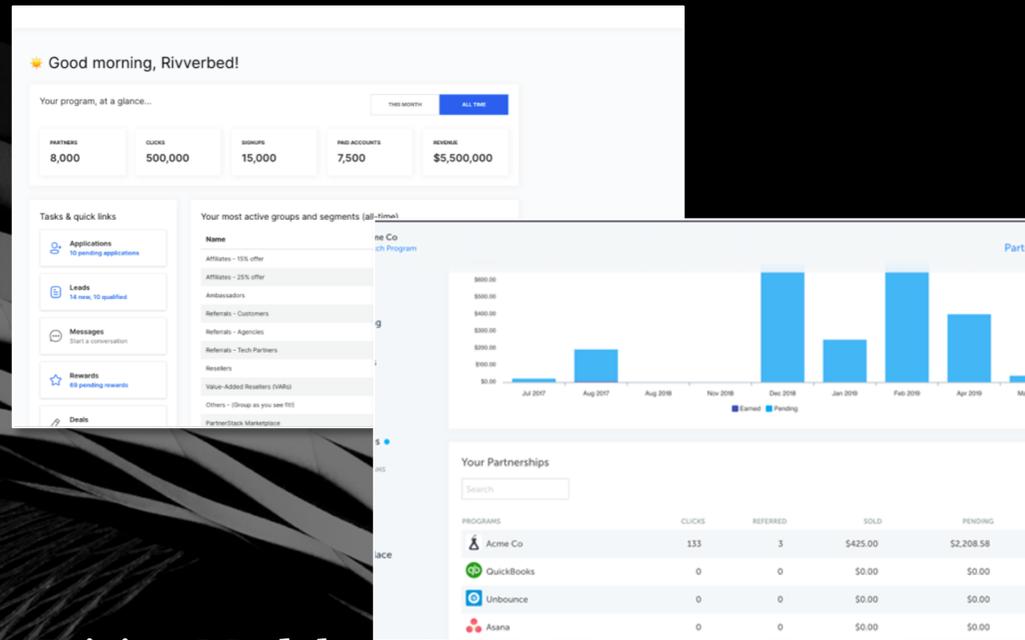www.partnerstack.com | Twitter: @PartnerStack

Overall Satisfaction
89%

Ease of Use
92%

Ease of Setup
86%

Quality of Support
96%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
65%	31%	3%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
79%	5%	1%

Pricing Model

- PartnerStack has not provided pricing information for this product or service. Contact Partnerstack to obtain current pricing
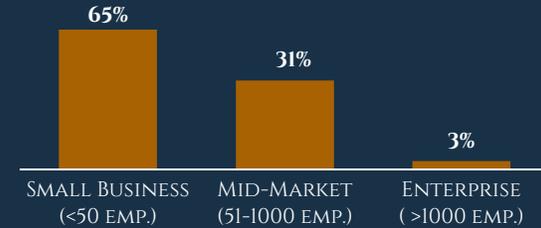
Reasons To Buy

- Onboarding and customer success team is top-notch, making migration process smooth

Reasons To Pass

- Analytics are limited
- Lacks option to clone email from one Partner group to another

Average Time to Go Live (Months) — 1.8

Average Contract Term (Months) — 7.5

Estimated Payback (Months) — 8.5

Average User Adoption — 49%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

ZINFI

ZINFI Technologies, Inc.

Pleasanton, CA

201-500 employees

ZINFI's Unified Channel Management (UCM) platform enables vendors to drive profitable revenue growth by deploying a set of cloud-based modules for partner recruitment, engagement, enablement, and management that seamlessly work together by fitting into an existing infrastructure.

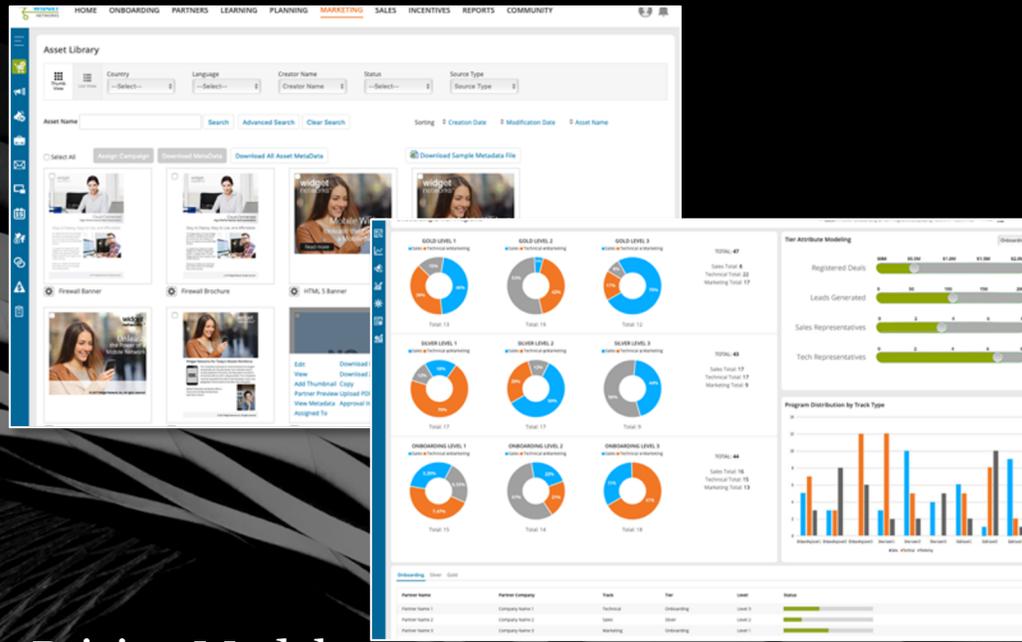www.zinfi.com | Twitter: @ZINFITech

Overall Satisfaction

94%

Ease of Use

93%

Ease of Setup

91%

Quality of Support

97%

Pricing Model

- ZINFI has not provided pricing information. Contact ZINFI to obtain current pricing

Reasons To Buy

- Intuitive interface makes the onboarding process fast
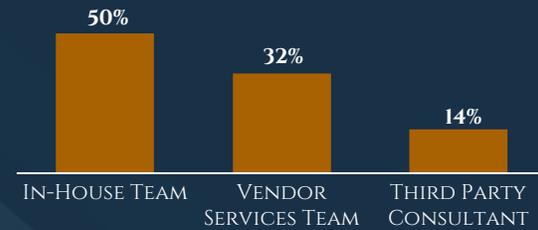- Support is effective in solving any challenge that could arise

Reasons To Pass

- Options for customization are limited

Customer by Size
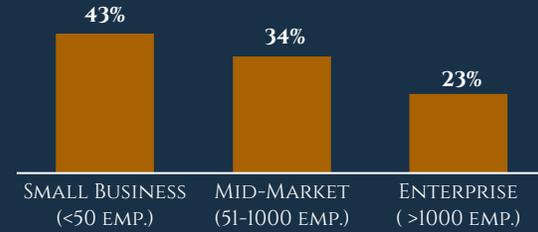
43% — Small Business (<50 emp.)
34% — Mid-Market (51-1000 emp.)
23% — Enterprise (>1000 emp.)

Implementation Method[1]

50% — In-House Team
32% — Vendor Services Team
14% — Third Party Consultant

Average Time to Go Live (Months) — **1.8**

Average Contract Term (Months) — **3.2**

Estimated Payback (Months) — **7.3**

Average User Adoption — **53%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Allbound PRM

Allbound

Phoenix, AZ

51-200 employees

Allbound is a cloud-based channel platform that allows organizations to give real-time access to sales enablement, marketing tools and resources in one intuitive mobile-friendly place. With Allbound's next generation PRM, businesses can arm their partners, resellers and distributors with the content, training and campaigns needed to close more deals faster.
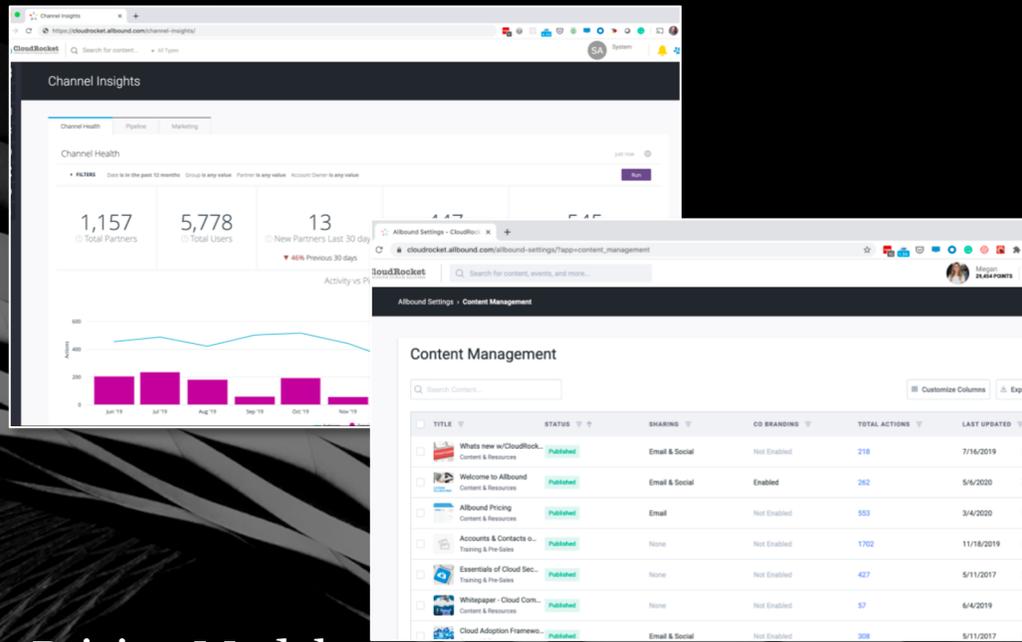
www.allbound.com | Twitter: @allbound

Overall Satisfaction
86%

Ease of Use
92%

Ease of Setup
86%

Quality of Support
93%

Pricing Model

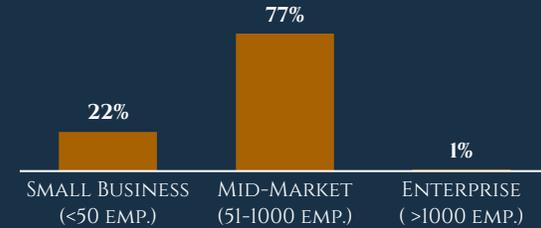- Allbound PRM has not provided pricing information. Contact Allbound PRM to obtain current pricing

Reasons To Buy

- Training and pre-sales section integrates into existing training and certification software
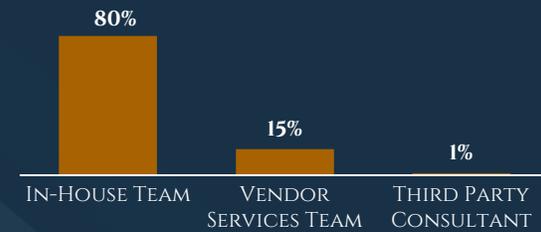
Reasons To Pass

- The backend for content management appears confusing at first

- Viewing permissions for partners do not allow salespeople to see each other's deals

Customer by Size

22%	77%	1%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

80%	15%	1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.6

Average Contract Term (Months) — 3.2

Estimated Payback (Months) — 13.1

Average User Adoption — 56%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

100

Zift Solutions

Zift Solutions

Jersey City, NJ

101-250 employees

ZiftONE is an all-in-one PRM, Channel Marketing & Channel Learning solution. Speed time-to-sales, create an exceptional partner experience, and provide faster ROI -- with one platform.

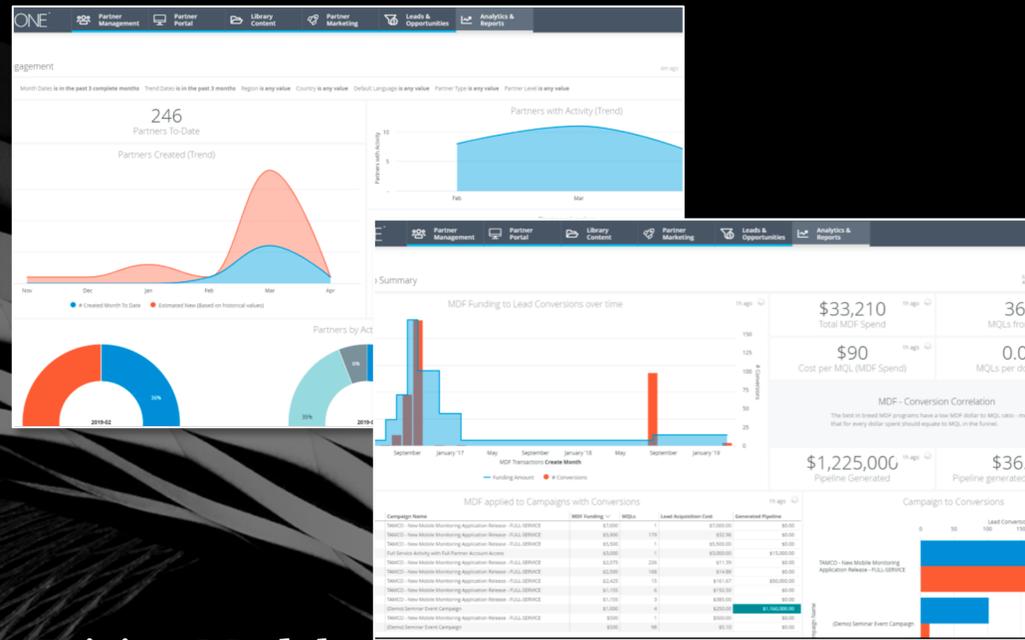www.ziftsolutions.com | Twitter: @zift

Overall Satisfaction

75%

Ease of Use

86%

Ease of Setup

80%

Quality of Support

90%

Pricing Model

- Zift Solutions has not provided pricing information. Contact Zift to obtain current pricing

Reasons To Buy

- Great social media functionality.
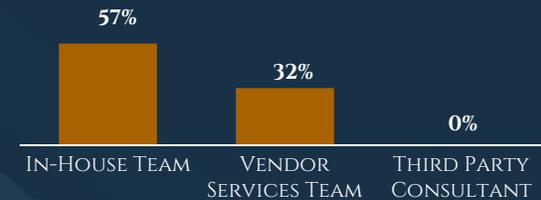- Ability to personalize campaigns.

Reasons To Pass

- Salesforce integration requires improvements
- Email building platforms has room for further flexibility.

Customer by Size

35%	35%	30%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

57%	32%	0%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
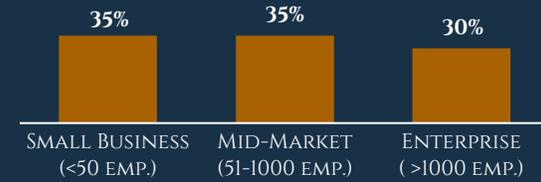
Average Time to Go Live (Months) — 4.5

Average Contract Term (Months) — 10.2

Estimated Payback (Months) — 21.8

Average User Adoption — 38%

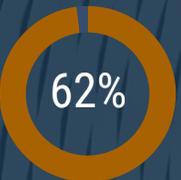# Crossbeam

Crossbeam

Philadelphia, PA

51-200 employees
Crossbeam helps companies find overlapping customers and prospects while keeping the rest of their data private and secure

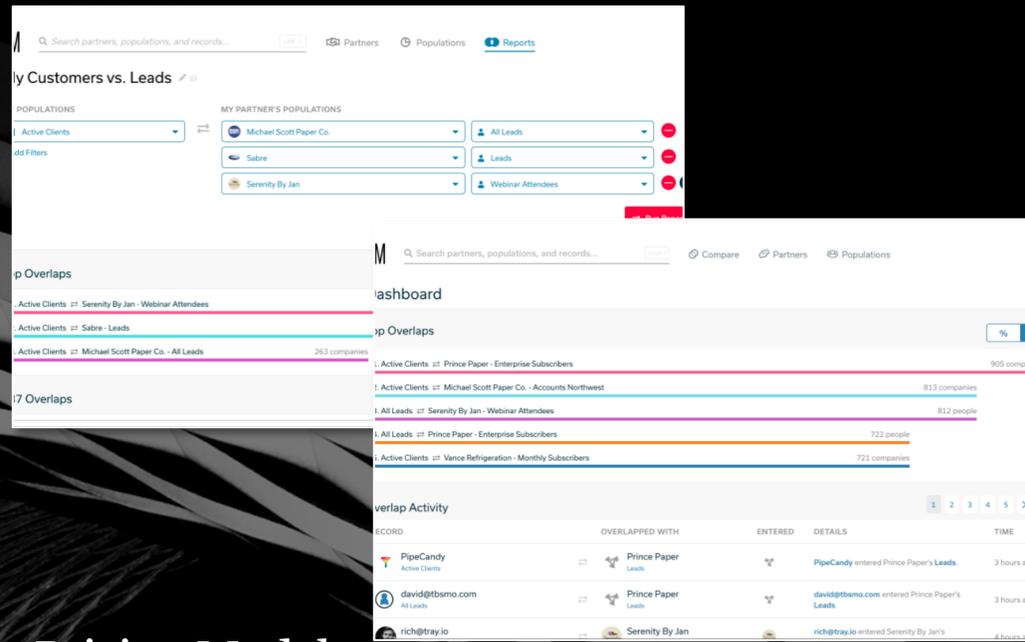www.crossbeam.com | Twitter: @Crossbeam

Overall Satisfaction
93%

Ease of Use
98%

Ease of Setup
62%

Quality of Support
99%

Pricing Model

- Crossbeam has not provided pricing information. Contact Crossbeam to obtain current pricing
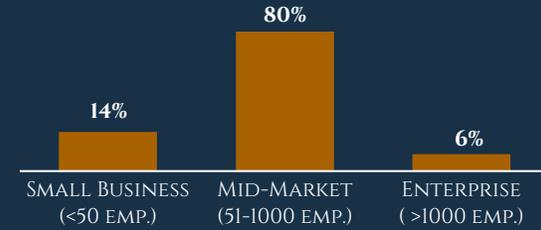
Reasons To Buy

- It is straightforward in design and overall layout
- Seamless flow of information between CRM and application.

Reasons To Pass

- Report organization and filtering could be improved.

Customer by Size

- Small Business (<50 emp.): 14%
- Mid-Market (51-1000 emp.): 80%
- Enterprise (>1000 emp.): 6%

Implementation Method[1]

- In-House Team: 100%
- Vendor Services Team: 0%
- Third Party Consultant: 0%

Average Time to Go Live (Months)
0.2

Average Contract Term (Months)

Estimated Payback (Months)

Average User Adoption
37%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Sales Performance Management

Tools that manage and record sales performance on a team and individual basis through scorecards to determine success and proactively guide personnel to improve their sales capabilities.

Additional products included in the category are: People.ai, CaptivateIQ, Ambition, Zoho CRM, RingDNA

14
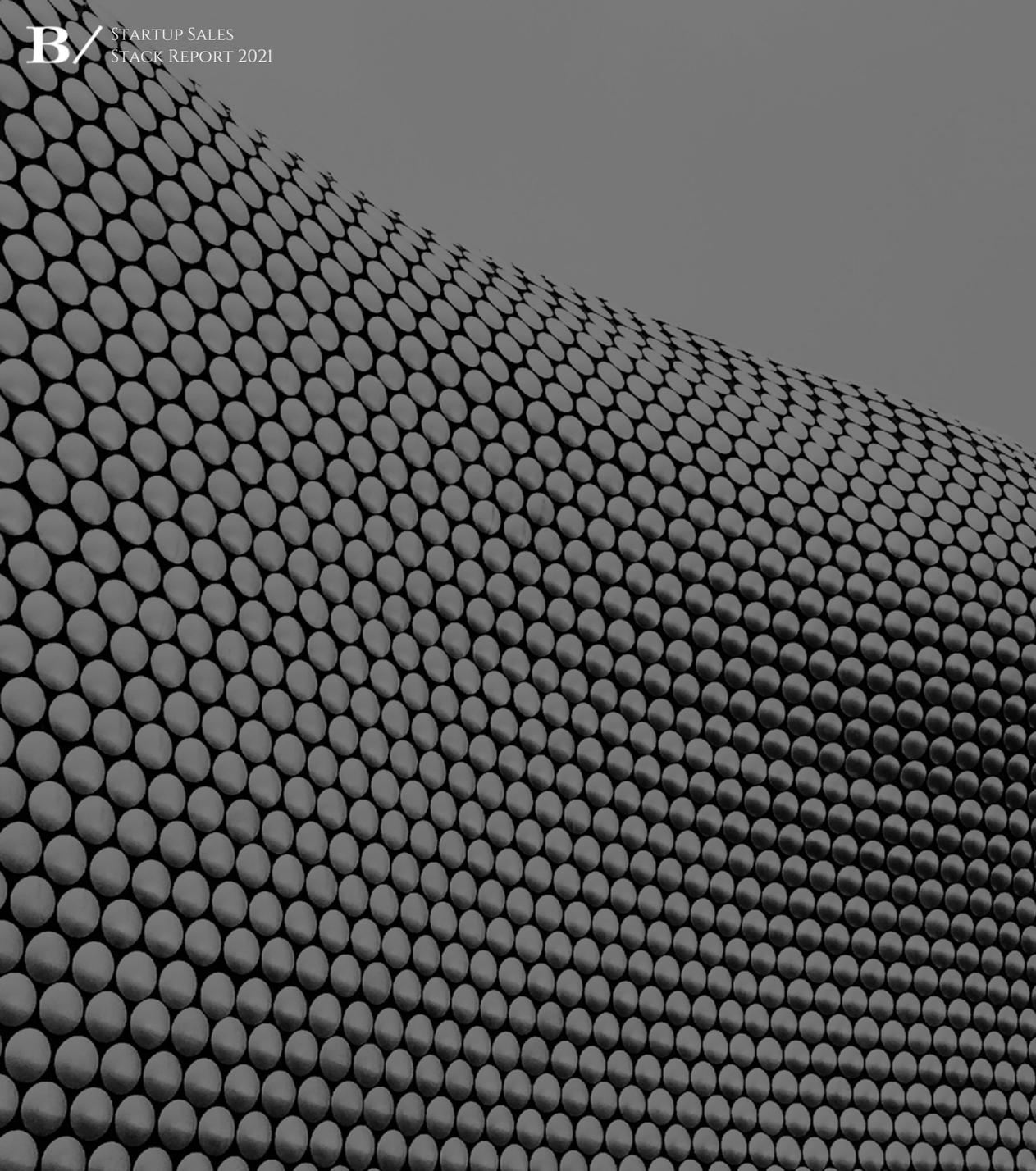
Observations on Sales Performance Management and Criteria for Inclusion

Many sales performance management products integrate with CRM software.

To qualify for inclusion in the Sales Performance Management software category, a product must:

- Manage and record sales performance on a team and individual basis

- Provide visuals to accompany sales performance data

- Monitor progress in relation to team and individual goals and provide tools for course correction

- Offer reports on data that aid in understanding successes and failures

HubSpot Sales Hub

HubSpot

Cambridge, Massachusetts

5,001-10,000 employees

Sales Hub is a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.

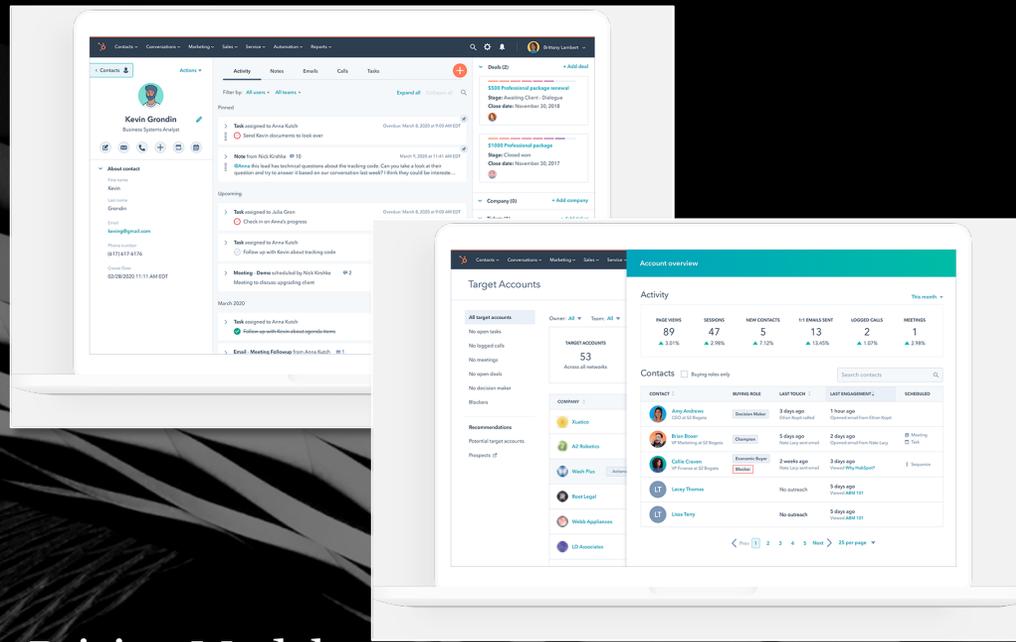www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
91%

Ease of Use
91%

Ease of Setup
87%

Quality of Support
90%

Pricing Model

- Free HubSpot CRM: $0
- Sales Hub Starter: $50 per month (2 paid users)
- Sales Hub Professional: $500 per month (5 paid users)
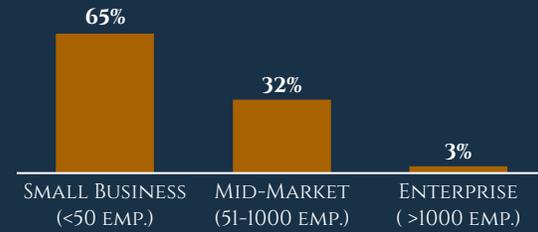- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

- Mobile app is well designed
- Offers possibility of multi-step prospecting sequence
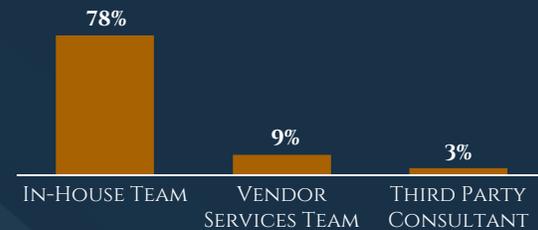- It is possible to receive direct support from Hubspot through the "chat support" feature

Reasons To Pass

- Lacks integration with Microsoft Teams
- Does not have extensive reporting to drill-down data for several layers

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
65%	32%	3%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
78%	9%	3%

Average Time to Go Live (Months) — 2.3

Average Contract Term (Months) — 11.1

Estimated Payback (Months) — 12.4

Average User Adoption — 79%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

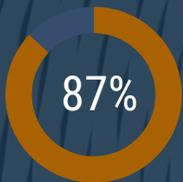# SalesLoft

SalesLoft

Atlanta, GA

501-1,000 employees

SalesLoft is a sales engagement platform that helps teams set and execute a cadence of communications to convert target accounts into customer accounts. With real-time email tracking and integrated sales dialer and social communications, sales leaders can be confident their reps are executing effective selling processes for their organization.

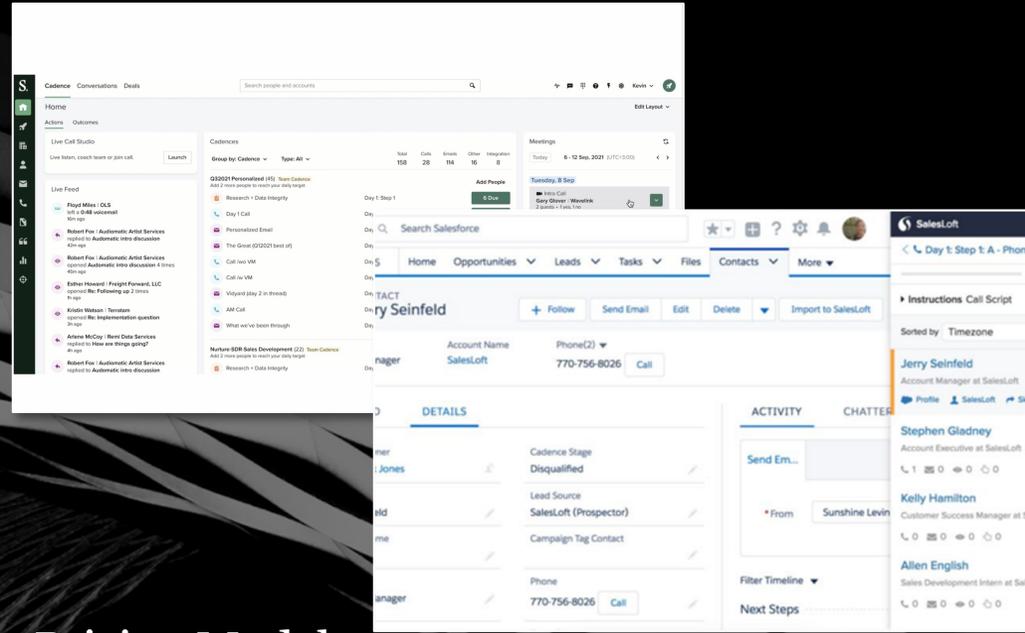www.salesloft.com | Twitter: @salesloft

Overall Satisfaction
95%

Ease of Use
89%

Ease of Setup
87%

Quality of Support
90%

Pricing Model

- SalesLoft has not provided pricing information for this product or service. Contact SalesLoft to obtain current pricing
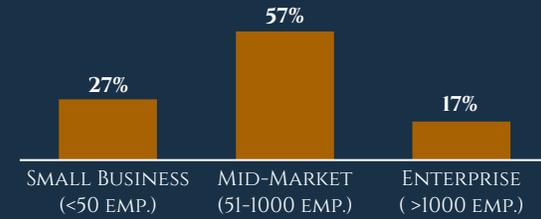
Reasons To Buy

- Offers automatic logging of activities (calls, emails, notes, LinkedIn Sales Navigator) to CRM
- Cadence function enables user to set up a sequence of events (e.g, email a prospect, then follow on LinkedIn, then call them, then email, etc.)

Reasons To Pass

- Lacks integration with calendars to book meetings directly through the platform
- Analytics are basic

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
27%	57%	17%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
71%	13%	5%

Average Time to Go Live (Months) — **1.3**

Average Contract Term (Months) — **12.1**

Estimated Payback (Months) — **12.0**

Average User Adoption — **80%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

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Mindtickle

Mindtickle

San Francisco, CA

501-1,000 employees

Mindtickle provides a comprehensive, data-driven solution for sales readiness and enablement that fuels revenue growth and brand value for dozens of Fortune 500 and Global 2000 companies. Mindtickle enables company leaders and sellers to continually assess, diagnose and develop the knowledge, skills, and behaviors required to effectively engage customers and drive growth.

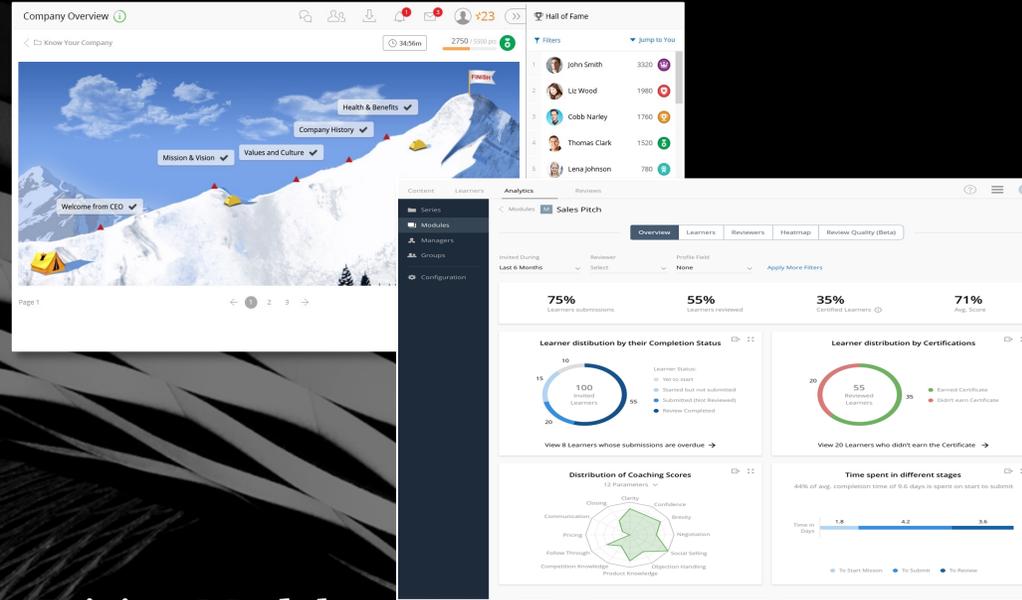www.mindtickle.com | Twitter: @mindtickle

Overall Satisfaction
94%

Ease of Use
95%

Ease of Setup
93%

Quality of Support
95%

Pricing Model

- Mindtickle has not provided pricing information for this product or service. Contact Mindtickle to obtain current pricing
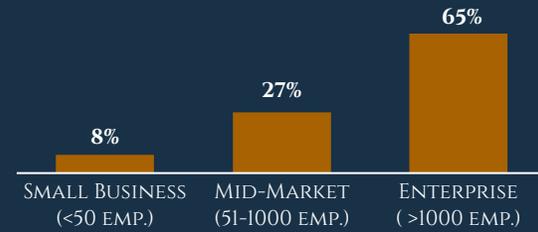
Reasons To Buy

- Very user friendly with seamless navigation of the product
- Responsive and helpful customer care
- Mobile-friendly

Reasons To Pass

- There is room for improvement regarding their data reporting and analytics

Customer by Size

- Small Business (<50 emp.): 8%
- Mid-Market (51-1000 emp.): 27%
- Enterprise (>1000 emp.): 65%

Implementation Method[1]

- In-House Team: 58%
- Vendor Services Team: 12%
- Third Party Consultant: 1%

Average Time to Go Live (Months): 2.2

Average Contract Term (Months): 15.9

Estimated Payback (Months): 13.9

Average User Adoption: 77%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

107

Spiff

Spiff

Sandy, UT

51-200 employees

Spiff works to improve quality and provide your reps with personalized, real-time commission portals saving hours spent every month working in spreadsheets.

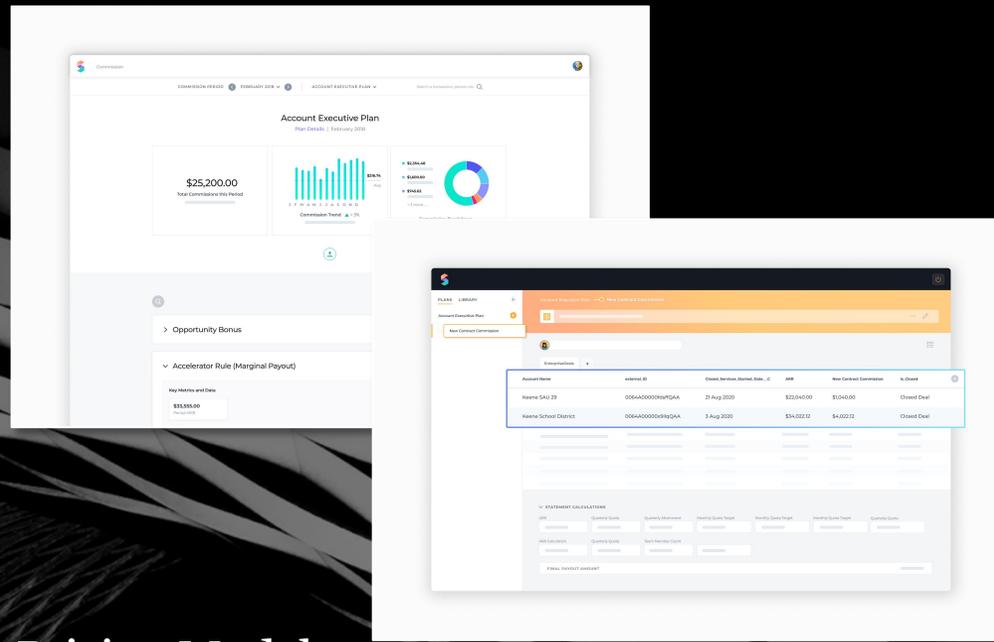www.Spiff.com | Twitter: @Spiff_inc

Overall Satisfaction
93%

Ease of Use
96%

Ease of Setup
89%

Quality of Support
95%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
9%	84%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
59%	15%	

Pricing Model

- Spiff has not provided pricing information. Contact Spiff to obtain current pricing
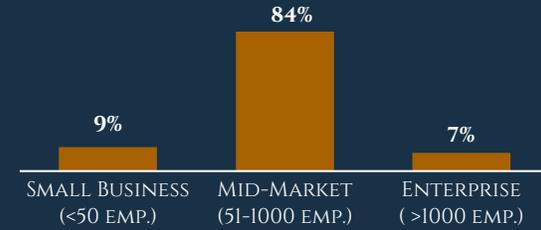
Reasons To Buy

- Simple, intuitive design that is easy to comprehend
- Mobile platform is very easy to use
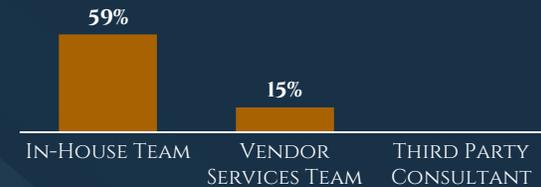- Clarity into commissions and projections for sales rep

Reasons To Pass

- Analytics and data are limited
- Lack of extensive features
- Difficulty handling complex commission plans

Average Time to Go Live (Months) — 1.6

Average Contract Term (Months) — 8.0

Estimated Payback (Months) — 14.3

Average User Adoption — 82%

Outreach

Outreach

Seattle, WA

1,001-5,000 employees

By automating and prioritizing all customer touch points throughout the sales process, Outreach triples the productivity of sales teams by empowering them to drive more pipeline, book more meetings, and exceed revenue goals. Outreach places actionable data intelligence at the fingertips of sales reps through a single, integrated view of all prospect information.

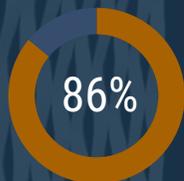www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
72%

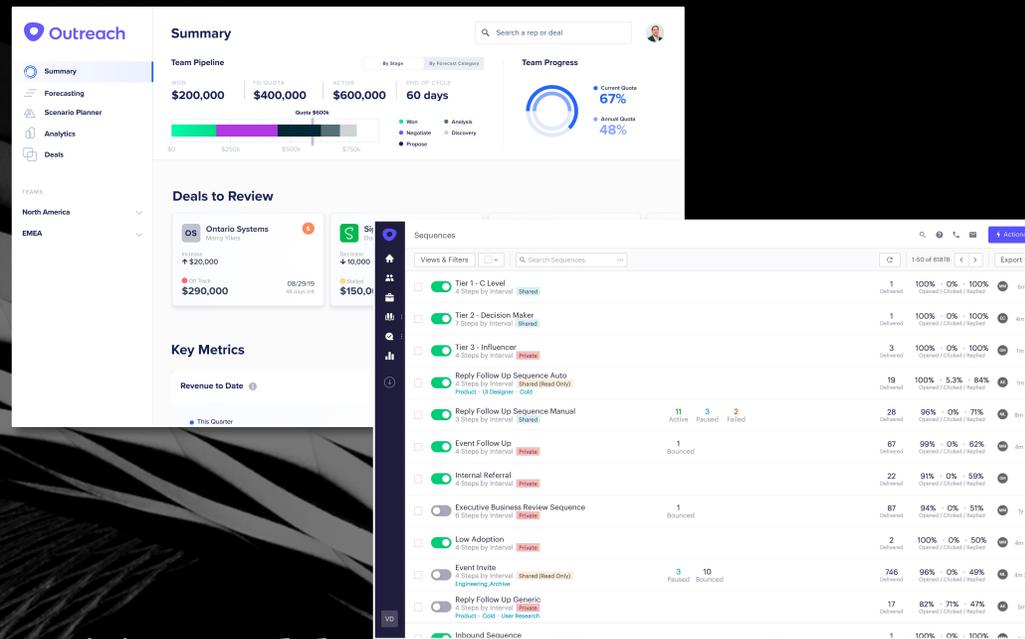## Ease of Use
87%

Ease of Setup
80%

Quality of Support
86%

Pricing Model

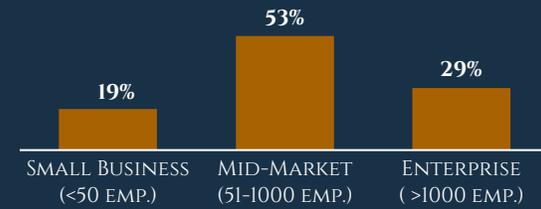- Outreach has not provided pricing information. Contact Outreach to obtain current pricing

Reasons To Buy

- Offers A/B testing function on emails and campaign insights
- Automation of sequences is helpful when it comes to campaign prospecting
- Provides full integration with Gmail and automatic tracking and recording of emails

Reasons To Pass

- Mobile version is not available yet
- Lacks integration with LinkedIn Sales Navigator

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
19%	53%	29%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
70%	11%	1%

Average Time to Go Live (Months) **1.7**

Average Contract Term (Months) **12.1**

Estimated Payback (Months) **9.3**

Average User Adoption **74%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Sales Analytics

Tools that build on top of CRM data to reveal sales insights (e.g., performance of salespeople, products, communications etc.) and forecast future performance.

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Additional products included in the category are: People.ai, Chorus.ai, InsightSquared, Salesforce CRM, Groove

Observations on Sales Analytics and Criteria for Inclusion

Sales analytics products access data solely from sales tools, and their core functionality is to analyze sales information. Some companies opt to use business intelligence platforms and self-service business intelligence software instead, which can also provide companies insight into their data from a variety of other sources in addition to sales data.

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

- Automate and visualize sales pipelines with customizable stages, risk factors, and scoring methods

- Report on the performance of salespeople, products, methods, and other available data

- Forecast sales numbers based on pipeline factors

HubSpot Sales Hub

HubSpot

Cambridge, Massachusetts

5,001-10,000 employees

Sales Hub is a powerful and easy-to-use sales CRM that includes sales engagement tools, configure-price-quote (CPQ) functionality, and robust sales analytics for growing teams.
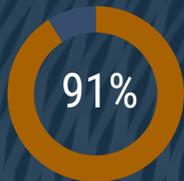
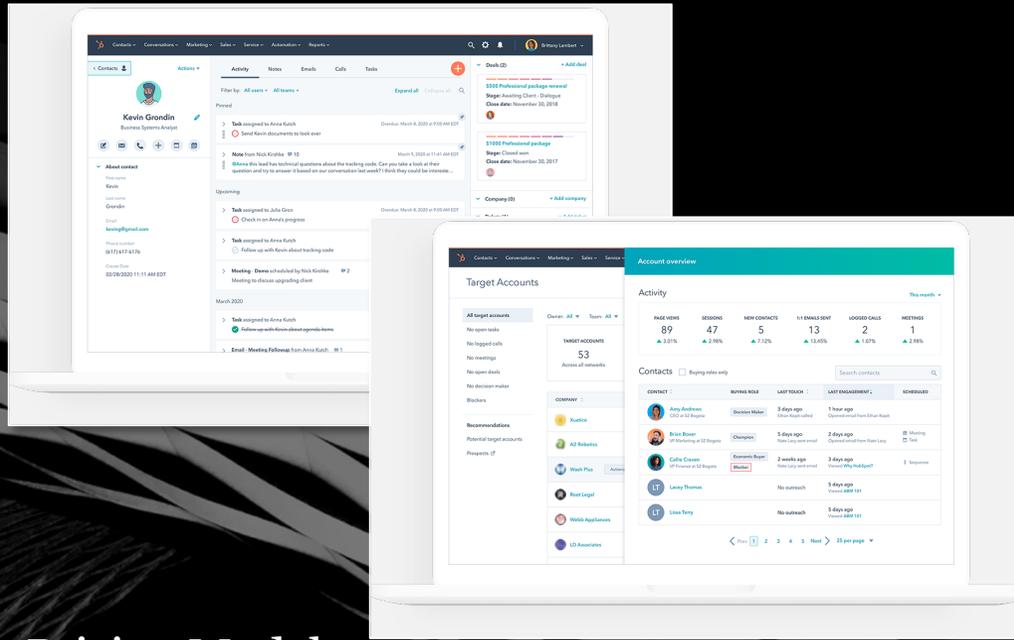www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
95%

Ease of Use
91%

Ease of Setup
89%

Quality of Support
90%

Pricing Model

- Free HubSpot CRM: $0
- Sales Hub Starter: $50 per month (2 paid users)
- Sales Hub Professional: $500 per month (5 paid users)
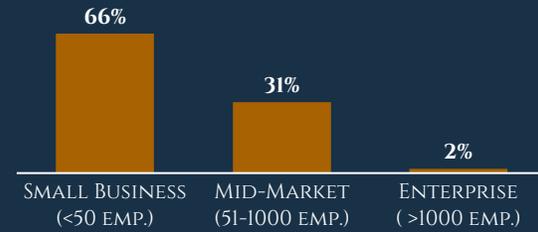- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

- Mobile app is well designed
- Offers possibility of multi-step prospecting sequence
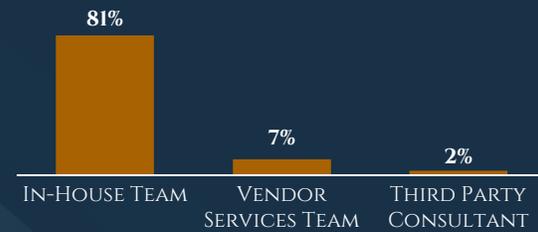- It is possible to receive direct support from Hubspot through the "chat support" feature

Reasons To Pass

- Lacks integration with Microsoft Teams
- Does not have extensive reporting to drill-down data for several layers

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
66%	31%	2%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
81%	7%	2%

Average Time to Go Live (Months)	2.2
Average Contract Term (Months)	9.7
Estimated Payback (Months)	12.2
Average User Adoption	77%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

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Clari

Clari

Sunnyvale, CA

201-500 employees

Clari helps revenue teams streamline operations, improve predictability, and increase efficiency by using AI and automation to create full funnel accountability across the entire revenue operation. Clari harvests and analyzes activity signals from different business systems to enable revenue operation to be more connected, efficient, and predictable.

www.clari.com | Twitter: @clarihq

Overall Satisfaction
96%

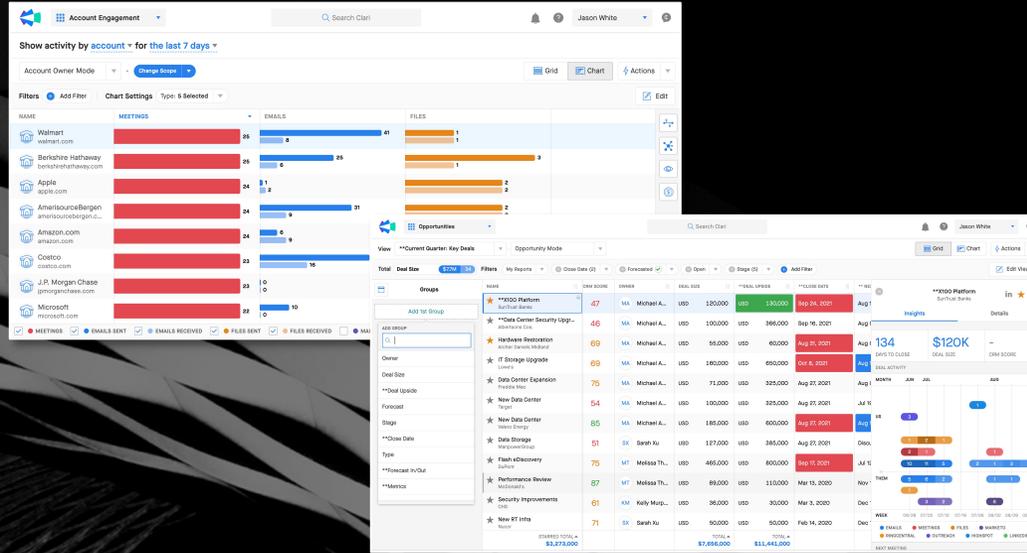## Ease of Use
93%

Ease of Setup
84%

Quality of Support
93%

Pricing Model

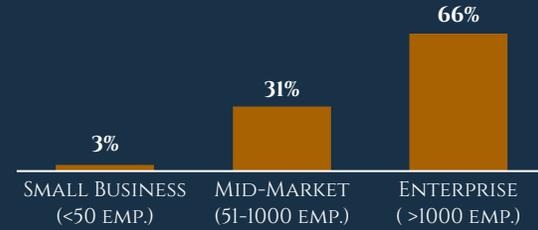- Clari has not provided pricing information. Contact Clari to obtain current pricing

Reasons To Buy

- Trend and Pulse modules are accurate in predicting figures
- Integrations into other tools (e.g. Gmail, Salesforce) give visibility on which accounts are trending in the right direction
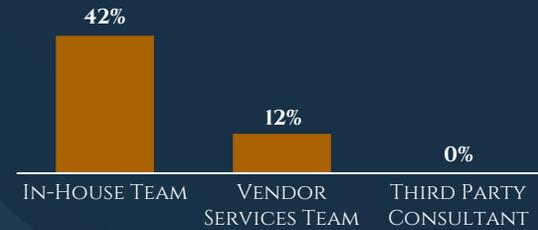- Import to excel function is a value added

Reasons To Pass

- It has frequent maintenance windows, quite typical for a "young" software

Customer by Size

- Small Business (<50 emp.): 3%
- Mid-Market (51-1000 emp.): 31%
- Enterprise (>1000 emp.): 66%

Implementation Method[1]

- In-House Team: 42%
- Vendor Services Team: 12%
- Third Party Consultant: 0%

Average Time to Go Live (Months): 2.2

Average Contract Term (Months): 20.0

Estimated Payback (Months): 11.2

Average User Adoption: 81%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

ActiveCampaign

ActiveCampaign

Chicago, IL

501-1,000 employees

ActiveCampaign's Saas platform enables businesses to create optimized customer experiences by automating many behind the scenes processes and communicating with their customers across channels with personalized, intelligence-driven messages.

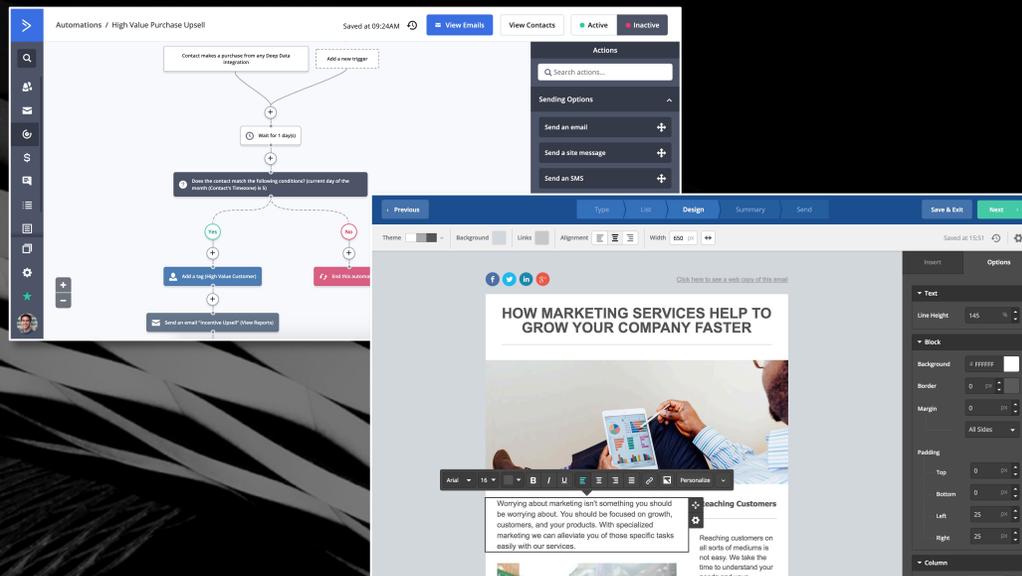www.activecampaign.com | Twitter: @activecampaign

Overall Satisfaction

91%

Ease of Use

89%

Ease of Setup

87%

Quality of Support

93%

Pricing Model

- Lite: $9 per month
- Plus: $49 per month
- Professional: $129 per month
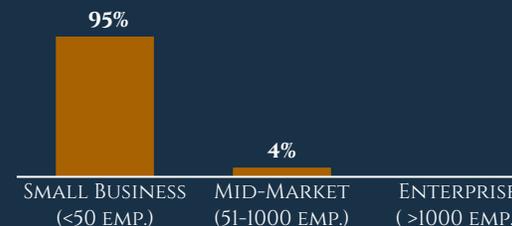- Enterprise: $229 per month

Reasons To Buy

- Very intuitive UX interface from a client's perspective
- Inexpensive option compared to alternatives on the market
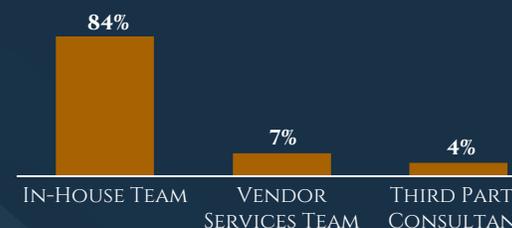- Quality of support and reliability

Reasons To Pass

- Salesforce integration options are subpar

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
95%	4%	

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
84%	7%	4%

Average Time to Go Live (Months) — **1.7**

Average Contract Term (Months) — **4.1**

Estimated Payback (Months) — **12.3**

Average User Adoption — **71%**

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
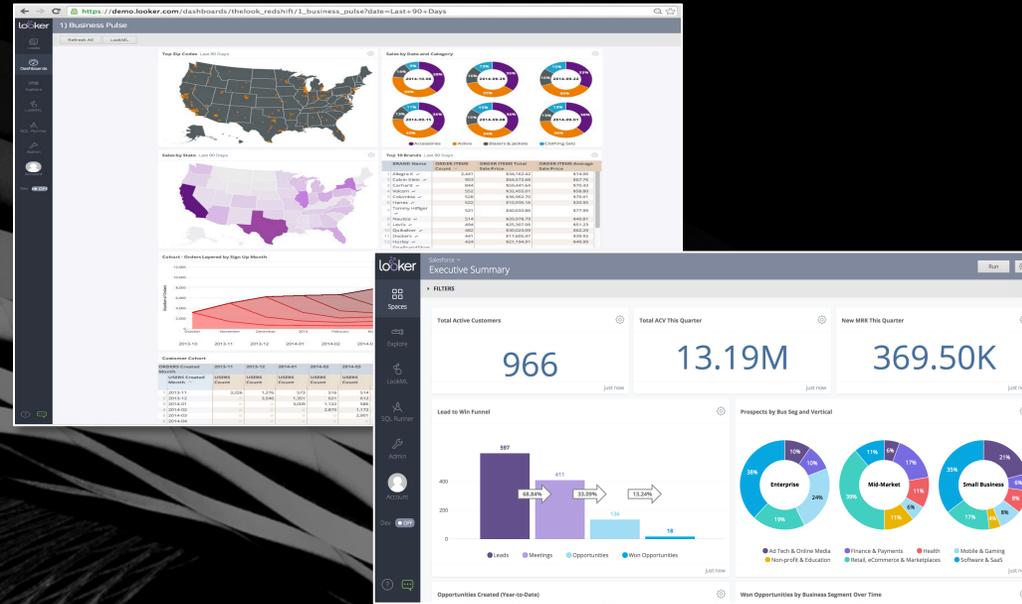
Looker

Looker

Santa Cruz, CA

501-1,000 employees

Looker supports a discovery-driven culture throughout the organization; its web-based data discovery platform provides the power and finesse required by data analyst.

www.looker.com | Twitter: @LookerData

Overall Satisfaction

80%

Ease of Use

86%

Ease of Setup

82%

Quality of Support

91%

Pricing Model

- Looker has not provided pricing information. Contact Looker to obtain current pricing
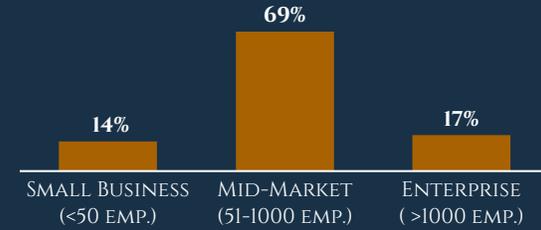
Reasons To Buy

- Slicing and dicing of data is powerful yet intuitive – similar to XLS pivot tables, but far more advanced

- The "most popular dashboards and looks" feature helps the customization of reports

Reasons To Pass

- Learning curve is steep due to absence of online tutorials

- Result visualization is limited to 5,000 data points

Customer by Size

14%	69%	17%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

73%	6%	3%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.9

Average Contract Term (Months) — 13.8

Estimated Payback (Months) — 15.8

Average User Adoption — 57%
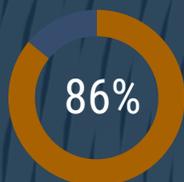
Playbooks

XANT

Provo, UT

51-200 employees

Playbooks is an AI-powered cadence-based sales application designed to allow for strategic sales teams to grow pipeline.
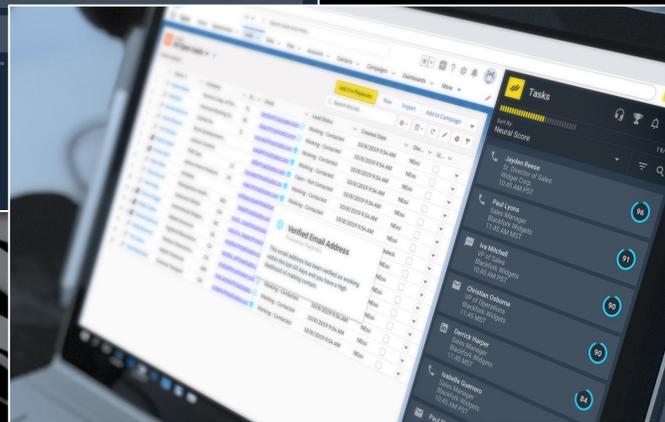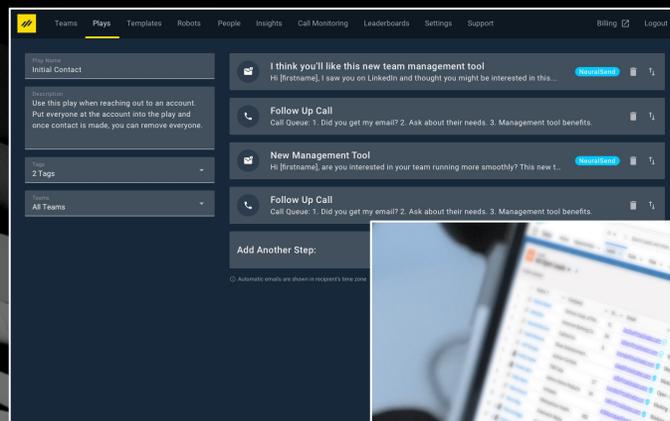
www.xant.ai/playbooks

Customer by Size

19%	35%	46%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

59%	19%	2%
In-House Team	Vendor Services Team	Third Party Consultant

Overall Satisfaction
84%

Ease of Use
89%

Ease of Setup
86%

Quality of Support
92%

Pricing Model

- Playbooks has not provided pricing information. Contact Xant to obtain current pricing
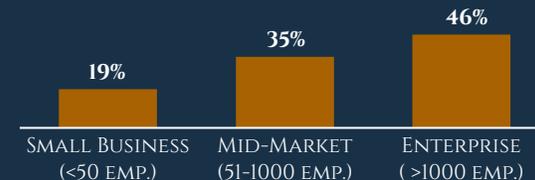
Reasons To Buy

- Sales cadence selection, dispositions of calls, and reporting are value-adding functions
- Includes helpful scoring system feature which shows the chances of a prospect answering the phone
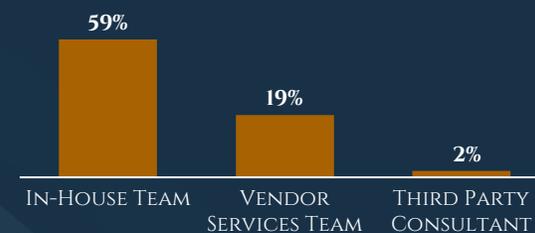
Reasons To Pass

- Cannot send one email to multiple people
- Lacks analytics and success rates of outreach

Average Time to Go Live (Months) — 3.0
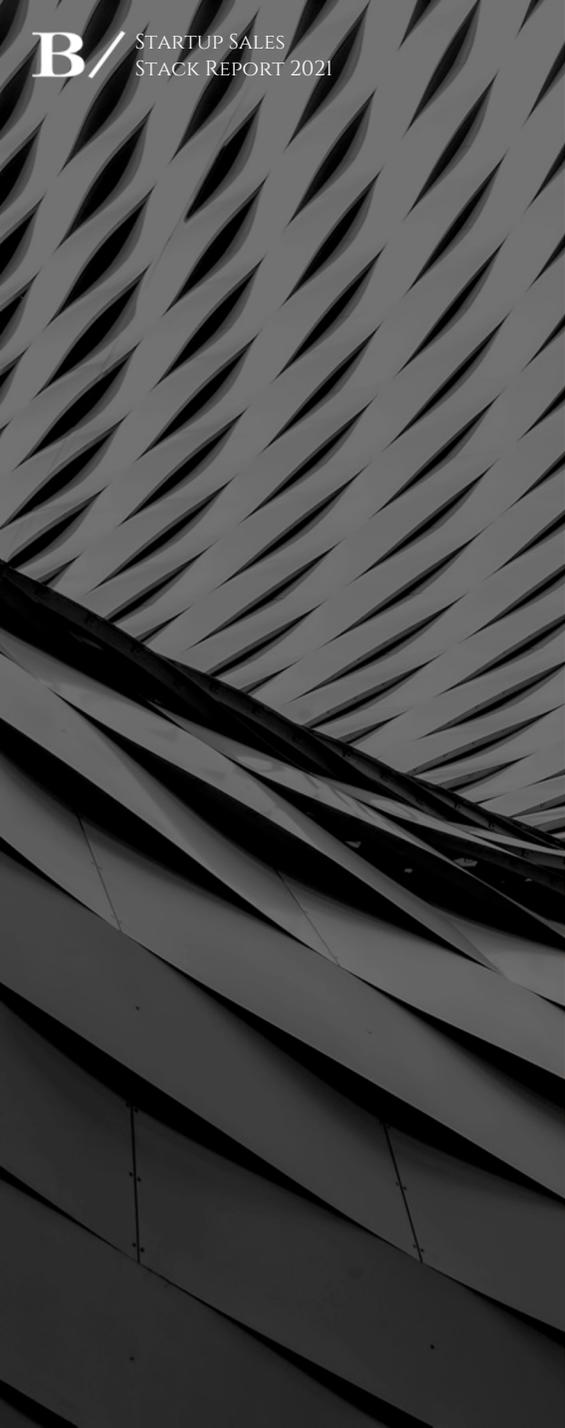
Average Contract Term (Months) — 17.8

Estimated Payback (Months) — 17.7

Average User Adoption — 74%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown

Acknowledgements and Thank You

AUTHORS:

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- Ethan Black – University of Utah
- Roham Black – Western University

DATA PARTNERS:

- Emma King – Senior Project Manager at G2
- Michael Hupp – Manager, Data Science and Analytics at G2
- Kishan Kumar – Data Analyst at G2

TOOLS ADOPTED:

- Microsoft Office Suite (MS Power Point; MS Excel)
- Google Suite (Google Sheets; Google Docs; Google Forms)
- Thinkcell (charts)
- Unsplash (images)