Bowery Capital Presents:

The Startup Sales Stack Report

Tracking the top software tools
for Startup Sales Orgs
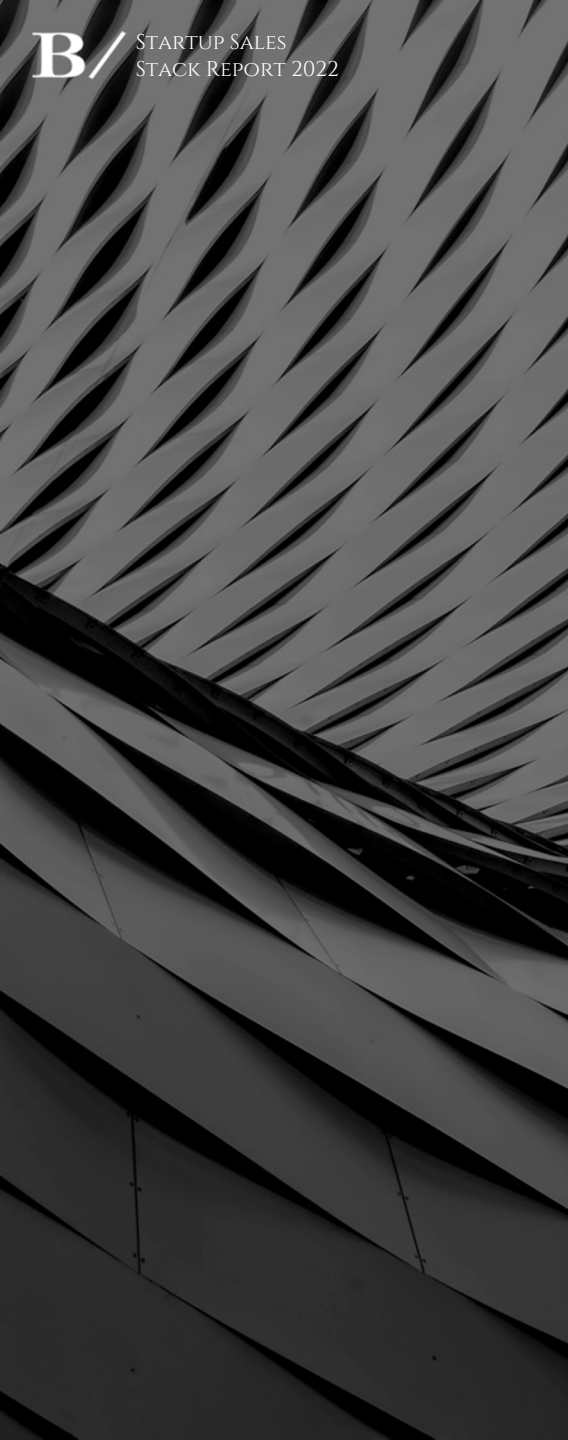
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WWW.BOWERYCAP.COM
WWW.G2.COM

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 2021, we released the fifth edition of the report: the 2021 Startup Sales Stack Report. This 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 discuss the shift in buyer needs and how Sales Enablement will a key indicator of success in 2023 with actionable insights to inspect if your current tech stack is optimized for performance and efficiency. 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.

Table of Contents

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

TARGET

Sales Performance Management

Sales Analytics

Sales Coaching

Sales Intelligence

ORGANIZE

CRM

Proposal

CPQ

Contract Management

E-Signature

Partner Management

Marketing Automation

Sales Engagement

Email Template Builder

Email Tracking

Live Chat

CONVERT

ENGAGE

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.

2023 Trends: Sales Enablement

As the dynamics of B2B Sales change and the economic conditions fluctuate, organizations are recognizing that focusing only on enabling individual sellers does not drive pipeline growth. The importance of sales enablement innovation has risen so we asked the teams at Skaled Consulting and RevShoppe to share their thoughts for 2023.

Expect to see companies cut between 20-40% of their sales technology budgets due to lack of usage. Many organizations were fine to "keep trying" with tools when they purchased two years ago but now in year three, they are trimming what's not working.

- Sales operations teams are not experts at these tools and it's the real reason adoption is struggling. We will continue to see the rise of expert agencies and Sales Operations roles to help optimize performance of tools - just like marketing has experts for their tech stack and performance manage their outbound spend.

- Companies are going to look for tools that can be used across teams vs one singular use case. Tools like Outreach will have to do a better job of showing how they can be used across sales and CS as well - which there is a tremendous use cases for.

More organizations will shift their focus to this motion to grow revenue vs. net new outbound. Sales Teams are going to switch their mindset completely and make account growth priority one. This means SDR teams are hyper focused on forging new relationships in target accounts vs. net new prospecting each week. Technology will be critical to support these efforts.

- We are going to see smaller, leaner teams; A shift in mindset to a performance optimization strategy for outbound that happens weekly; Tools utilization at 80-90% of their capabilities vs. 20-30% we see today.

"Tomorrow will be won by the teams that find ways to do outbound profitability and with less headaches"

– Jake Dunlap

Jake Dunlap
CEO, Skaled

SKALED

2023 Trends: Sales Enablement, Cont..

Sales engagement enablement is driven by a simple truth: Most sales engagement platforms are underutilized and/or underperforming simply because sellers are not as proficient as they can be to carry out their responsibilities in a sales engagement platform.

- Investing in sales engagement technology without prioritizing the enablement needed to spur adoption and desired results is akin to negating your investment. In these uncertain times, we're seeing mass layoffs across enablement orgs; this is a mistake on behalf of companies missing the connection between sales engagement platform adoption and optimization, and why their teams might not be succeeding.

- The key is having two sides to sales engagement enablement: one ongoing program for platform proficiency and a second for application of workflow. Platform proficiency focuses on what sales engagement is and the functionality. Application of workflow focuses on how the platform is actually used in a seller's day at your organization based on your unique strategy, typically varying from role to role.

Frontline Managers are also often overlooked in the sales engagement enablement strategy. There is a direct correlation between the frontline manager involvement and accountability of their team's using a sales engagement platform and that team's performance. Managers who are logging in and integrating sales engagement data into their coaching are able to truly make an impact on how their team is successful with a sales engagement platform. If your managers aren't expected to understand or leverage sales engagement they will not hold their teams as accountable and you won't see the adoption that will ultimately lead to performance.

"Sales engagement enablement is lacking across the board, and the key to driving better results in a tough economy is to prioritize building stronger enablement programs, not eliminating them."

- Patricia McLaren

**Patricia McClaren
CEO, RevShoppe**

⚡ *RevShoppe*

7

Leverage Your Sales Tech: Actionable steps

Below are some steps to take to measure the effectiveness of your sales technology and where you may have opportunity to better enable your sellers and managers.

Process: Most of the technology inefficiencies and lack of enablement go unnoticed by leadership. SDR's and AE's are your best resource for this type of knowledge. Do a shadow session to identify:

- Workflow inefficiencies and discrepancies between AE's and SDR's. Can you confirm that all SMB reps are following the same workflow as a MM or ENT rep? Or are there major discrepancies in adoption? And from there, is there a correlation between the adoption and success?
- What does an outbound workflow look like and what data can be used from the CRM to support account prioritization?
- Ask the team what process takes them the longest (i.e. account research, email copy, account prioritization) and document the current flow, ask for feedback on how this could become more efficient.
- What data is most critical and how does the team source what they need and from what systems?
- Analyze what tools are used most, what tools aren't used; which have features that could help teams be more organized, efficient, and integrated.

"Where there's smoke, there's fire"
- RevShoppe

Metrics Inspection: Ask your managers to walk you through a 1v1 metrics inspection. Gather information that helps surface where there is opportunity for training and enablement.

- How is technology supporting managers in their metrics inspection? How to they interpret data and identify coaching opportunities?
- Instead of focusing on vanity metrics like opens, clicks, and responses, focus on things like "how many meetings are we completing with qualified prospects?" and "How many of those meetings are turning into qualified pipeline/opportunities?
- How are reps and managers held accountable?

CRM: Ensuring you can report on each stage of the sales process is critical in understanding your organizations inefficiencies and identify performance problems. If your CRM is not organized to track the proper conversions, you will struggle in pinpointing where there is opportunity to better enable your sellers. If 45% of all leads are disqualified due to "not interested" or "not a technical fit" etc. you need to course correct your marketing and SDR efforts by evaluating the quality of your account distribution.

- MQL > Qualified opportunity; recycled lead; or disqualified (and why)
- SDR > Qualified opportunity; recycled; disqualified
- AE opportunity acceptance rates; days between touches; templates used for next steps and action plans
- Where in the funnel do we see drop off; elongated sales cycles; closed lost opportunities

RevShoppe   **SKALED**   **B/ BOWERY CAPITAL**

SalesTech Innovations to Keep on the Radar

Personalization at Scale

G2's Buyer Behavior Study outlines a shift in power in the sales process, leaning heavily towards buyers. Companies must begin to innovate their sales processes to adhere to buyer's needs earlier in the sales cycle to build trust, remove friction, and provide content that buyers find useful and informative. These types of tools are not simply just CPQ software or contract management tooling, imagine a fully branded customer portal based on the specific needs and use case of the prospects. A Digital Sales Room is meant to offer customization in the sales process with a prospect facing portal to collaborate, track deal progress and share content. Sales Teams will need to put more time in curating a sales process that is specific to the buyers needs and use cases. Personalization is not just an outbound effort.

GetAccept   Dealhub   RELAYTO   Trumpet   Aligned   Enable Us

Artificial Intelligence

G2 lists 161 AI sales Assistant tools available in the market today. AI has the potential to impact sales by automating some of the more repetitive and time-consuming tasks that salespeople currently have to do, such as data entry and analysis. This is where we see tools like Dooly and Scratchpad become critical shortcuts for sellers to better inform their CRM and leadership teams.

These types of assistants primarily focus on lead qualification and follow-up, pipeline management, forecasting, meeting scheduling, and data entry. The category is expanding, AI is evolving to better improve personalization efforts and impactful prospecting without sacrificing quality. These technologies can save reps a significant amount of time on account prioritization, research, and copy writing.

When teams are hyper focused on budget conscious tool consolidation, efficiency, and capacity, how will these tools redefine what a must have tech stack looks like?

Lavender.ai   Exceed.ai   Regie.ai   Trender.ai   Scalestack

II. Leading Company Profiles

Top 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

B/

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: Omnisend, MailerLite, GetResponse, and Zoho

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
96%
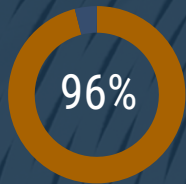
Ease of Use
85%

Ease of Setup
83%
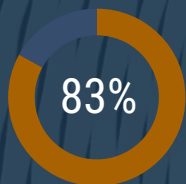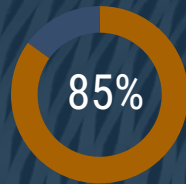
Quality of Support
88%
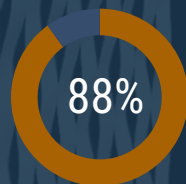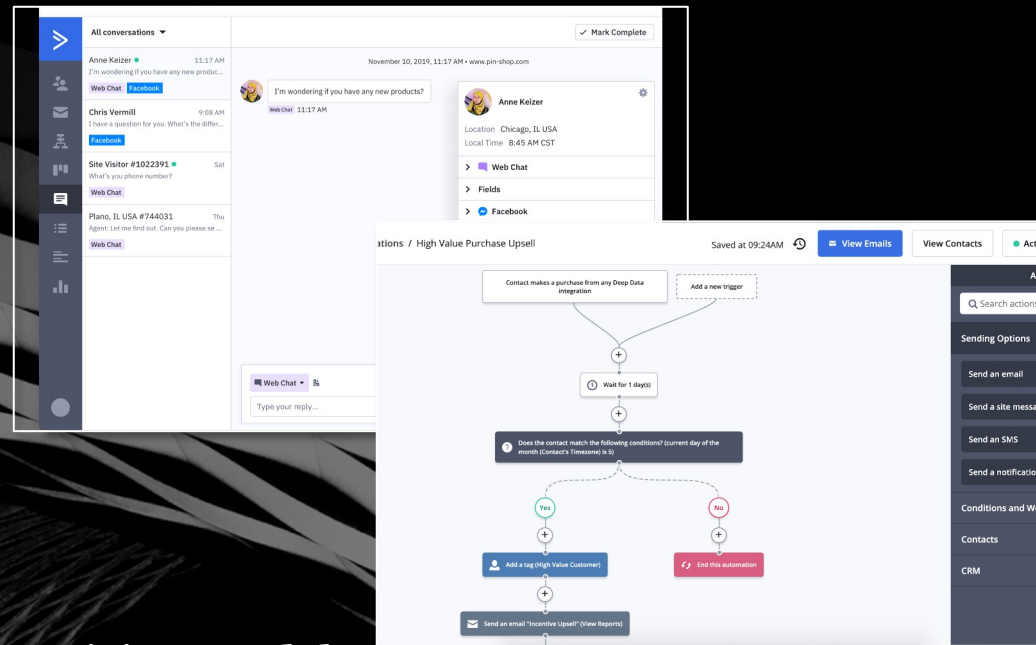
Pricing Model

Lite $9

Plus $49

Professional $149

Enterprise $200+

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

89% — Small Business (<50 emp.)

8% — Mid-Market (51-1000 emp.)

1% — Enterprise (>1000 emp.)

Implementation Method[1]

93% — In-House Team

4% — Vendor Services Team

3% — Third Party Consultant
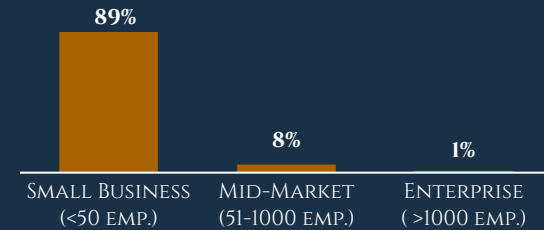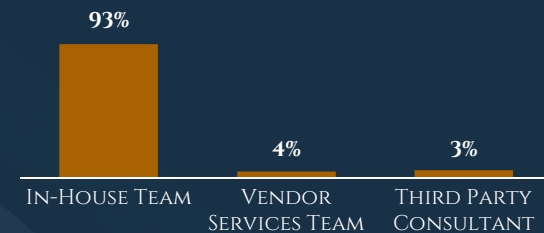
Average Time to Go Live (Months) — 1.2

Average Contract Term (Months) — 15.6

Estimated Payback (Months) — 14.3

Average User Adoption — 66%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
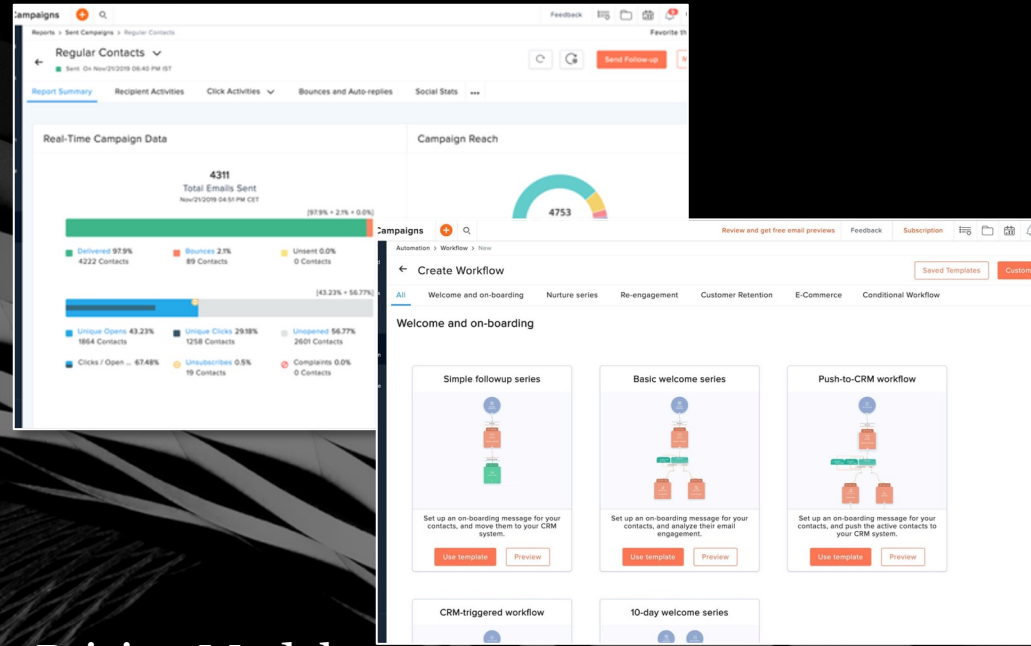
16

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

Overall Satisfaction
91%

Ease of Use
87%

Ease of Setup
85%

Quality of Support
85%

Customer by Size

78% — Small Business (<50 emp.)
18% — Mid-Market (51-1000 emp.)
3% — Enterprise (>1000 emp.)

Implementation Method[1]

90% — In-House Team
5% — Vendor Services Team
5% — Third Party Consultant
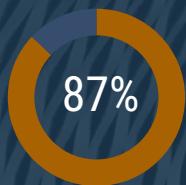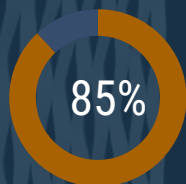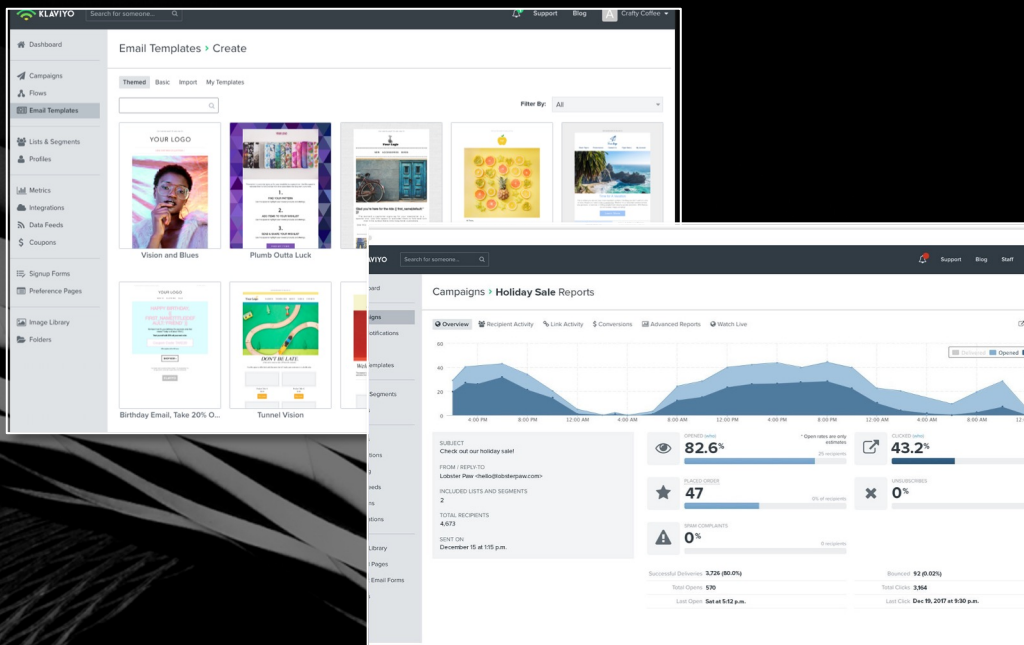
Pricing Model

Free (0-500 monthly emails)

$45 per month (15k monthly emails)

$60+ per month (15k monthly emails + texts usage pricing)

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
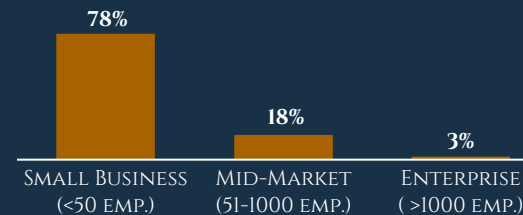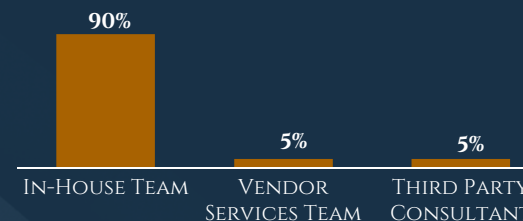
Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 4.6

Estimated Payback (Months) — 5.6

Average User Adoption — 83%
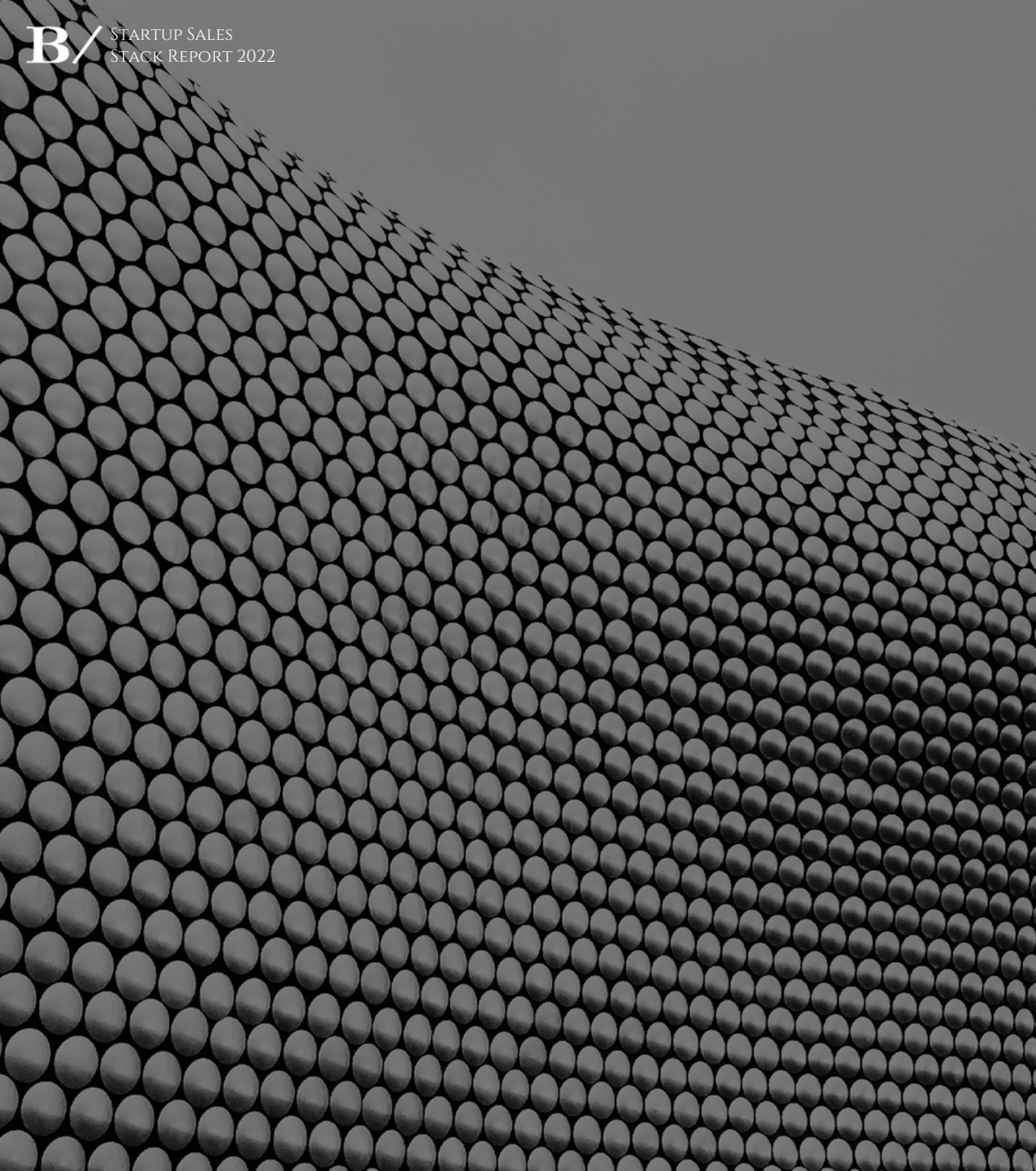
[1] Complement to 100% includes those respondents that have not disclosed a breakdown

17

Constant Contact

Endurance International Group

Burlington, MA

1,000–2,500 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: @ConstantContact

Overall Satisfaction
89%
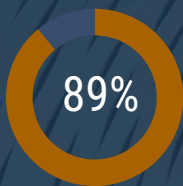
Ease of Use
84%

Ease of Setup
84%
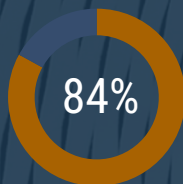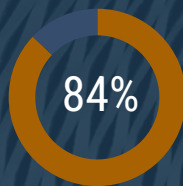
Quality of Support
81%
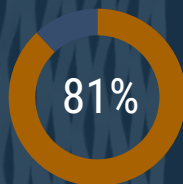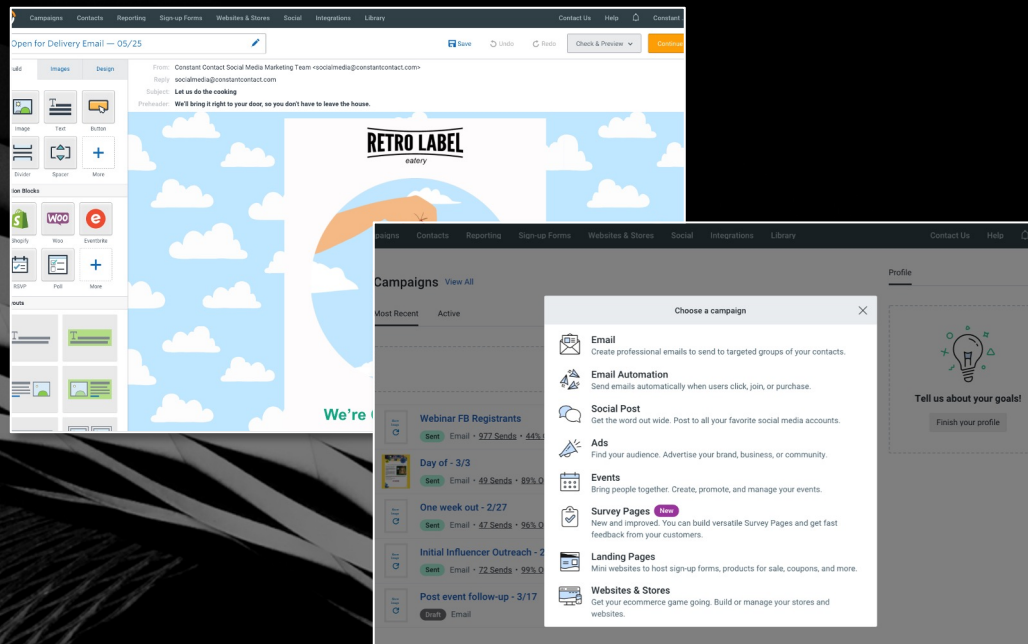
Pricing Model

Core: $9.99 per month

Plus: $45 per month

CRM Platform by Sharpspring: $449 per month

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.)
61%	25%	11%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
93%	5%	2%
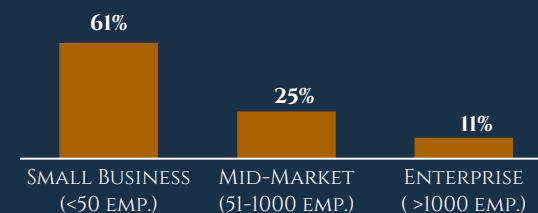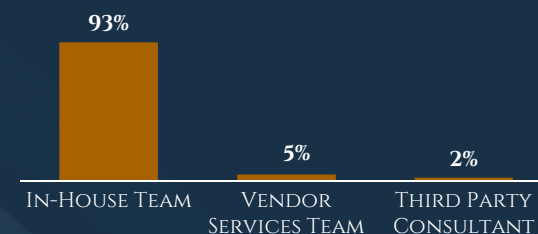
Average Time to Go Live (Months) — 1.5

Average Contract Term (Months) — 10.2

Estimated Payback (Months) — 14.4

Average User Adoption — 62%

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

Sendinblue

Sendinblue

Paris, France

501-1,000 employees

SENDINBLUE easily allows users to manage their marketing campaigns, transactional emails, and SMS messages all in one simple and powerful platform.

www.sendinblue.com | Twitter: @SendinBlue

Overall Satisfaction

87%

Ease of Use

91%

Ease of Setup

89%

Quality of Support

88%
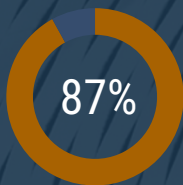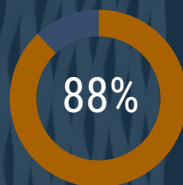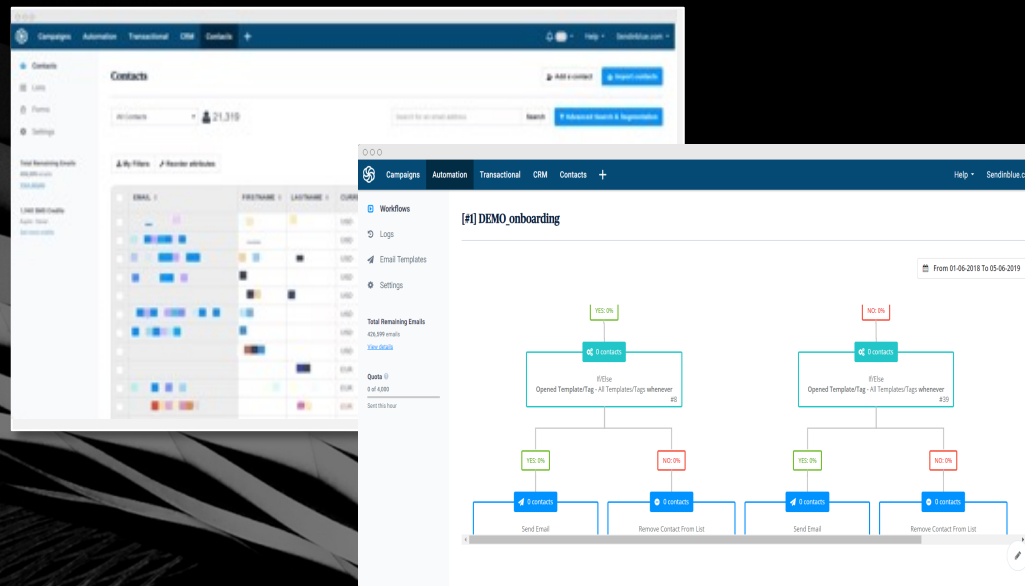
Pricing Model

Free: $0 per month

Lite: $25 per month

Premium: $69 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

77%	16%	5%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

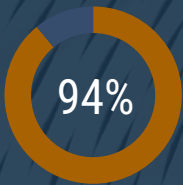|		
94%	5%	1%
In-House Team	Vendor Services Team	Third Party Consultant
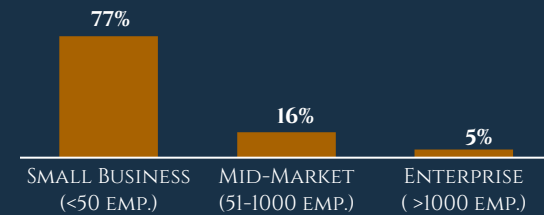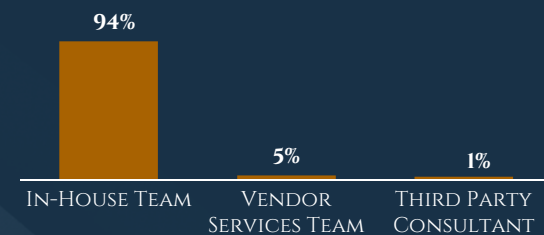
Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 9.9

Estimated Payback (Months) — 11.6

Average User Adoption — 60%

19

Moosend

SITECORE

San Francisco, CA

1,000-2,500 employees

Moosend is a fully featured email marketing platform which includes a responsive email campaign editor, marketing automations and many other competing features.

https://moosend.com | Twitter: @Sitecore

Overall Satisfaction
89%

Ease of Use
92%

Ease of Setup
91%

Quality of Support
92%

Pricing Model

Free 30 day trial
Pro: Starting at $9.00 per month

Reasons To Buy

Through partnerships with IBM and Message Systems, Mossend offers a stable infrastructure

Competitive pricing for small and medium sized enterprises

Reasons To Pass

The process of working with the program is complicated and needs time to invest in learning or communicating with staff member

Customer by Size
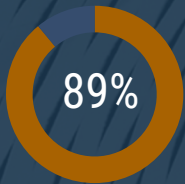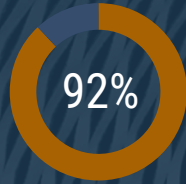
85%	10%	3%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

94%	5%	1%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
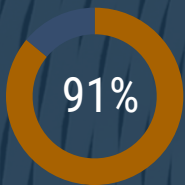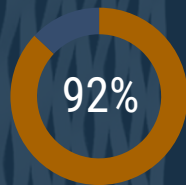
Average Time to Go Live (Months) — 1.2

Average Contract Term (Months) — 9.2

Estimated Payback (Months) — 9.5

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.

Additional products included in the category are: GetAccept, DealHub, Qwilr, Relayto, Conga

02

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
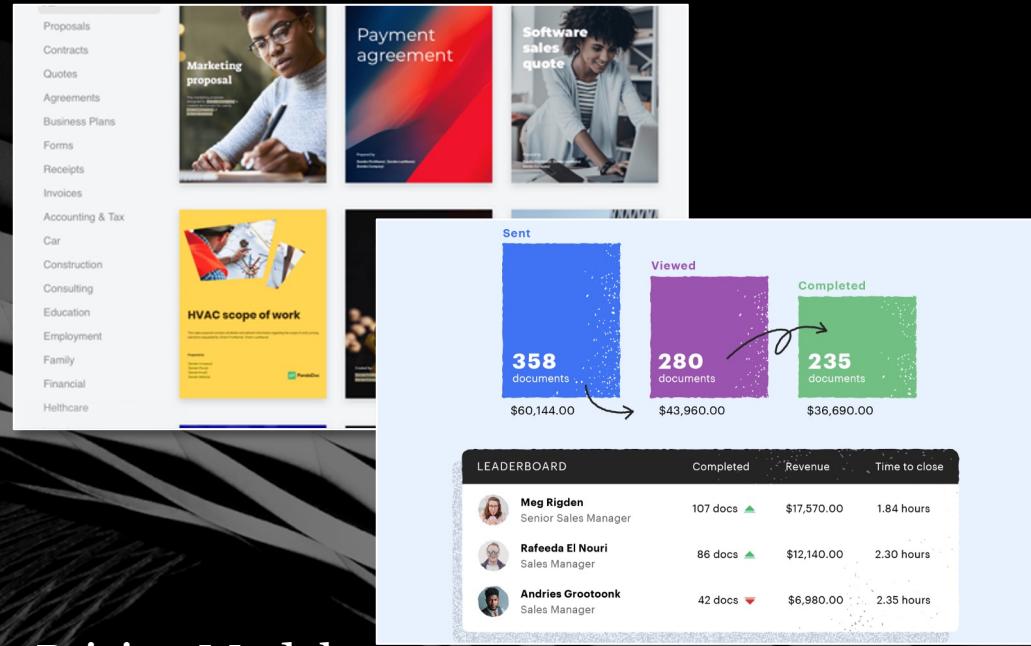
Include analytics to evaluate the efficiency of the proposal process

PandaDoc

PandaDoc

San Francisco, CA

500-1,000 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
91%

Ease of Setup
90%

Quality of Support
91%

Pricing Model

Free eSign: free

Essentials: $19 per user per month

Business: $49 per user per month

Enterprise: contact them directly

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.)
72%	23%	4%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
96%	1%	3%

Average Time to Go Live (Months) — 0.3

Average Contract Term (Months) — 18

Estimated Payback (Months) — 9.54

Average User Adoption — 80%

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

23

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
94%

Ease of Use
86%

Ease of Setup
86%

Quality of Support
93%

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

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
96%	3%	1%

Average Time to Go Live (Months) — 0.2

Average Contract Term (Months) — 10.9

Estimated Payback (Months) — 5.5

Average User Adoption — 79%

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

DocSend

DocSend

San Francisco, CA

2,500-5,000 employees

DocSend tells salespeople how prospects engage with their sales material. Have the right conversation, at the right time, with the right person, and do business faster.

www.docsend.com | Twitter: @DocSend

Overall Satisfaction
86%
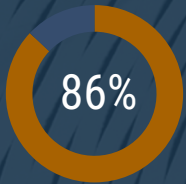
Ease of Use
91%

Ease of Setup
89%
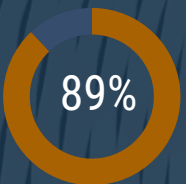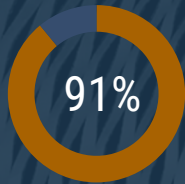
Quality of Support
91%
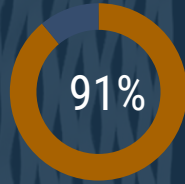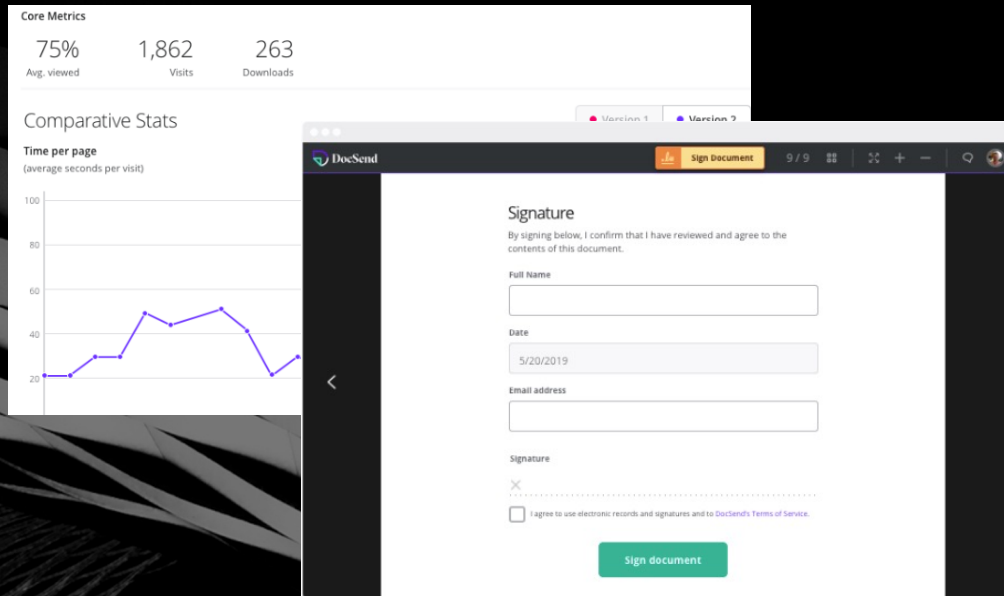
Pricing Model

Personal: $10 per month

Standard: $45 per month

Advanced: $150 per 3 users per month

Enterprise: contact them directly

Reasons To Buy

Sharing documents and ease of use

Prospects love how clean and organized it looks

Reasons To Pass

Can be difficult to upload certain file types

Customer by Size
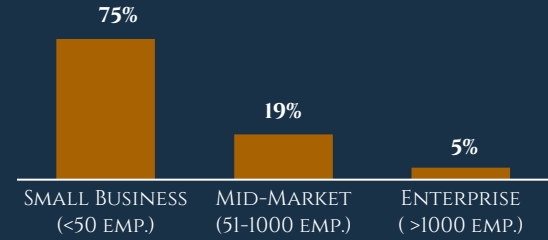
75%	19%	5%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

99%	0%	1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 0.1

Average Contract Term (Months) — 12

Estimated Payback (Months) — 6

Average User Adoption — 67%

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

25

RFPIO

RFPIO

Beaverton, OR

201-500 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
90%

Ease of Use
90%
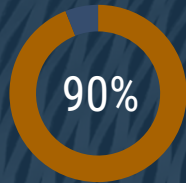
Ease of Setup
89%
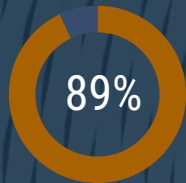
Quality of Support
93%
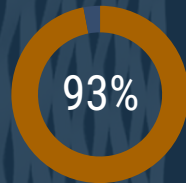
Pricing Model

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

Customer by Size

	13%	49%	37%
	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

87%	12%	0%
In-House Team	Vendor Services Team	Third Party Consultant
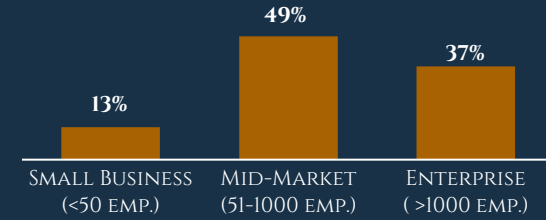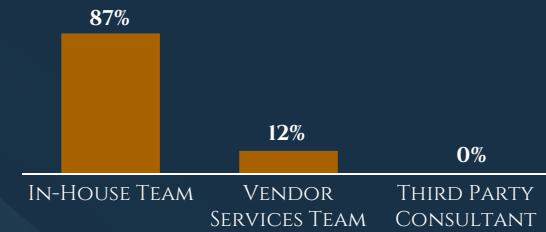
Average Time to Go Live (Months) — **1.1**

Average Contract Term (Months) — **48**

Estimated Payback (Months) — **10.3**

Average User Adoption — **62%**

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

26

Loopio

Loopio Inc.

Toronto, Canada

201-500 employees

Loopio's response software streamlines the way enterprises respond to RFPs, RFIs, and Security Questionnaires.

www.loopio.com | Twitter: @loopioinc

Overall Satisfaction
93%

Ease of Use
93%

Ease of Setup
89%

Quality of Support
97%
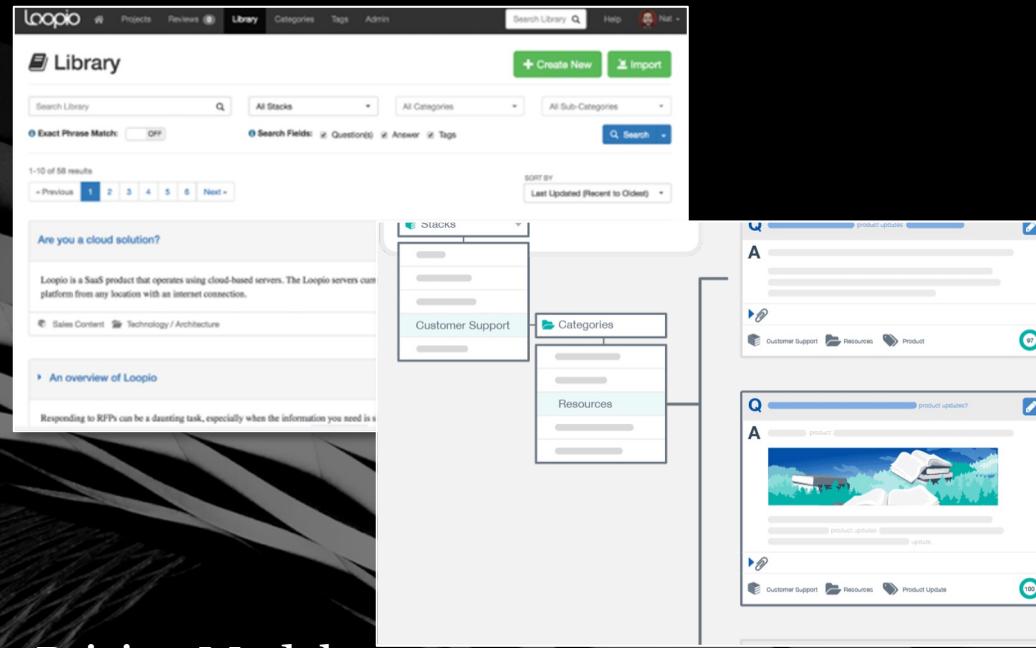
Pricing Model

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
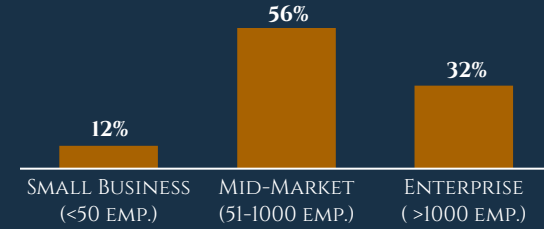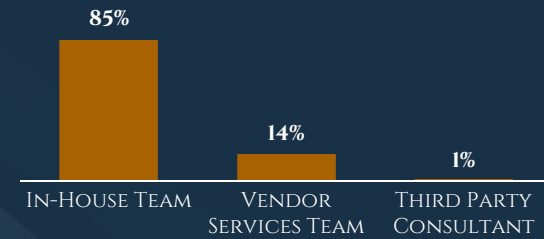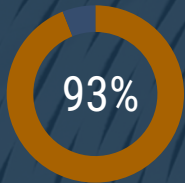
Customer by Size

12%	56%	32%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

85%	14%	1%
In-House Team	Vendor Services Team	Third Party Consultant
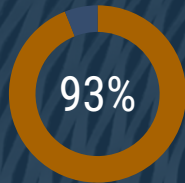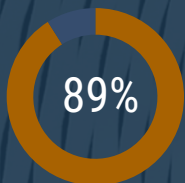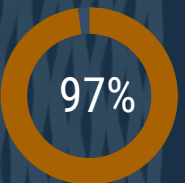
Average Time to Go Live (Months) — 1.3

Average Contract Term (Months) — 49.0

Estimated Payback (Months) — 10.4

Average User Adoption — 71%

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

27

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.

PandaDoc	30
LinkSquares	31
Proposify	32
GetAccept.AI	33
DealHub.io	34

Additional products included in the category are: Ironclad, Accelo, Qwilr, Lexion, SpotDraft

03

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

501-1000 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
99%

Ease of Use
91%

Ease of Setup
90%

Quality of Support
91%

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

	79%	24%	5%
	SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

94%	4%	1%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 14

Estimated Payback (Months) — 10.4

Average User Adoption — 79%

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

30

LinkSquares

LinkSqaures

Boston, MA

201-500 employees

LinkSquares is an AI-Powered contract analytics tool for in-house legal and finance teams. Drift, Carbonite, and Wish are saving hundreds of hours and thousands of dollars by eliminating manual contract review.

www.linksquares.com | Twitter: @linksquares

Overall Satisfaction
92%

Ease of Use
92%
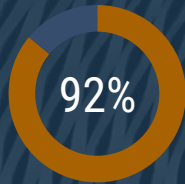
Ease of Setup
89%
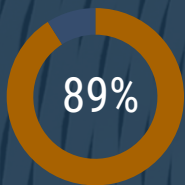
Quality of Support
98%
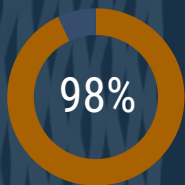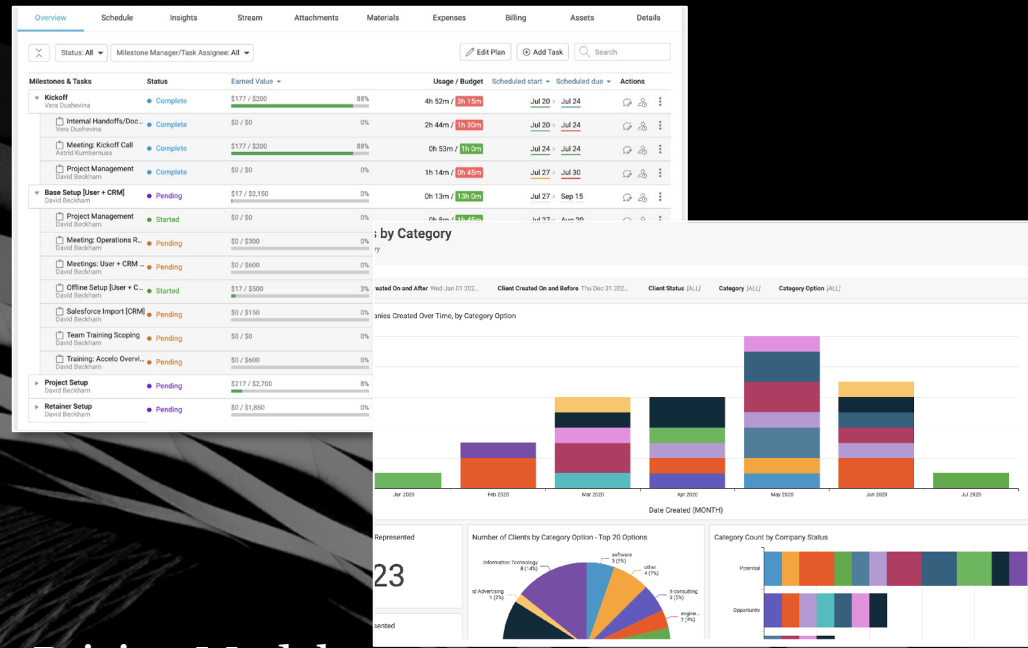
Pricing Model

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.)
14%	64%	21%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
87%	13%	0%
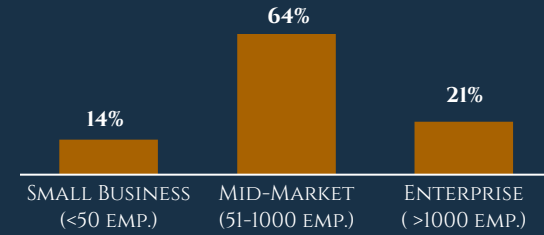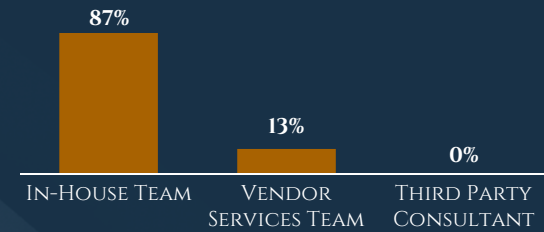
Average Time to Go Live (Months) — 29

Average Contract Term (Months) — 54

Estimated Payback (Months) — 24

Average User Adoption — 54%

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

31

GetAccept.AI

GetAccept.AI

Palo Altos, 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. Used by sales, HR, customer success and development teams; personal video messaging, live chat and analytics are popular features.

www.getaccept.com | Twitter: @getaccept

Overall Satisfaction

92%

Ease of Use

93%

Ease of Setup

89%

Quality of Support

97%
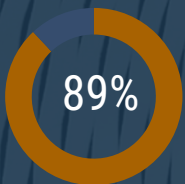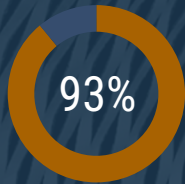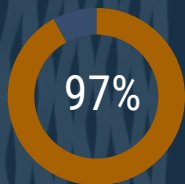
Pricing Model

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

60% — Small Business (<50 emp.)
34% — Mid-Market (51-1000 emp.)
5% — Enterprise (>1000 emp.)

Implementation Method[1]

73% — In-House Team
25% — Vendor Services Team
1% — Third Party Consultant
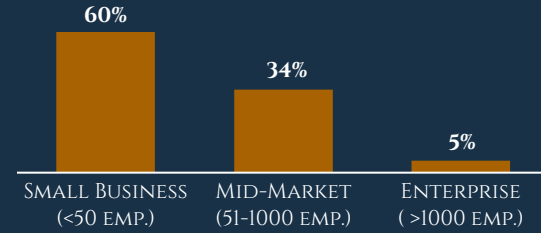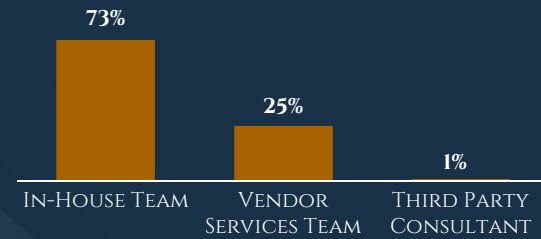
Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 20

Estimated Payback (Months) — 12

Average User Adoption — 68%

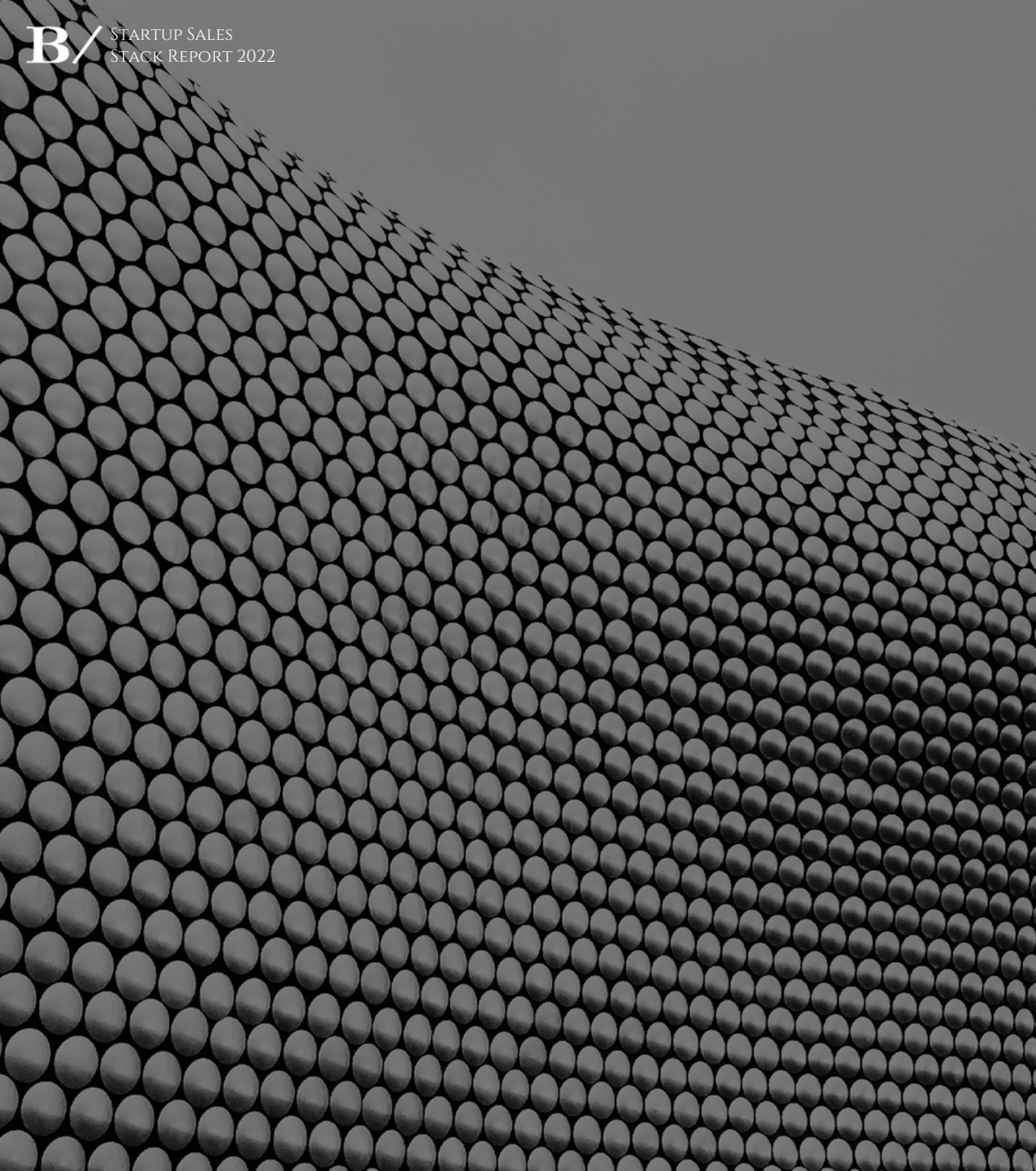[1] Complement to 100% includes those respondents that have not disclosed a breakdown

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
91%

Ease of Use
86%

Ease of Setup
86%

Quality of Support
93%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
89%	10%	1%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
97%	3%	0%

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

Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 10.9

Estimated Payback (Months) — 5.5

Average User Adoption — 79%

[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
90%

Ease of Use
92%

Ease of Setup
95%
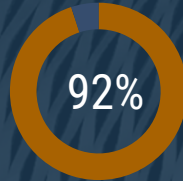
Quality of Support
97%
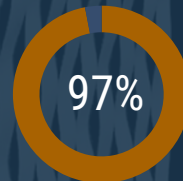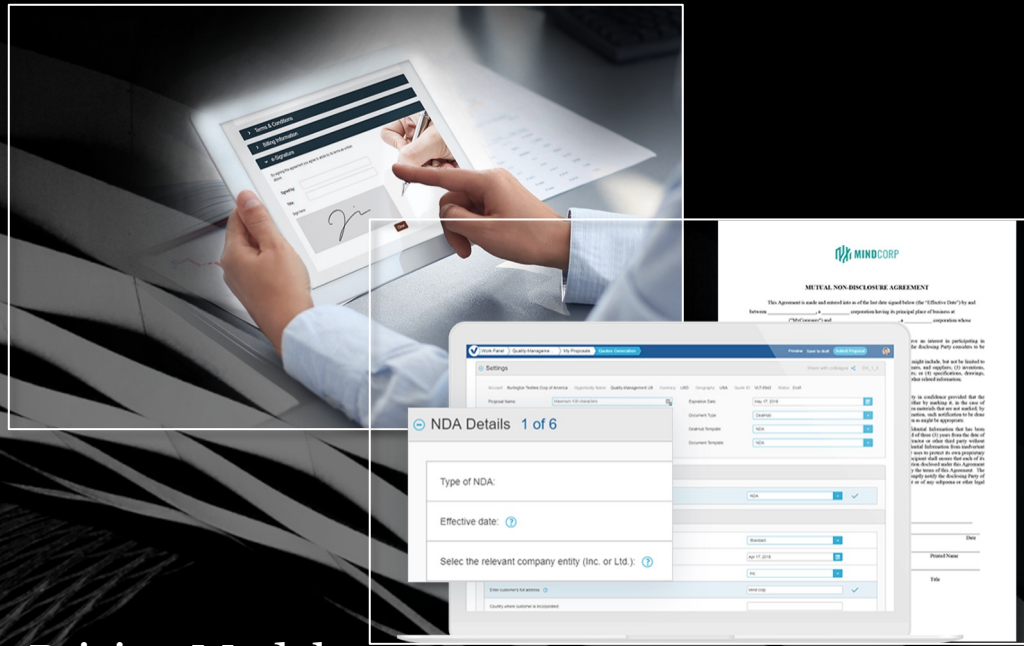
Pricing Model

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 intuitive quoting tool

Reasons To Pass

Required standardization around proposal documents

Customer by Size

	24%	63%	12%
	Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

64%	32%	2%
In-House Team	Vendor Services Team	Third Party Consultant
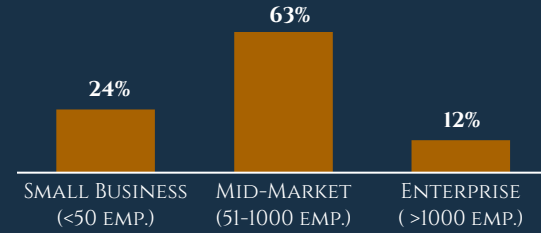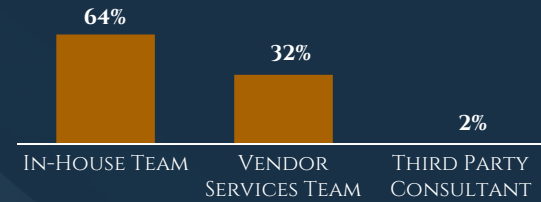
Average Time to Go Live (Months) — **2.4**

Average Contract Term (Months) — **46**

Estimated Payback (Months) — **13**

Average User Adoption — **77%**

34

E-Signature

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

DOCUSIGN	37
DROPXBOX SIGN	38
PANDADOC	39
airSlate	40
Foxit	41

Additional products included in the category are: Adobe, Eversign

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

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
90%

Ease of Use
90%

Ease of Setup
83%
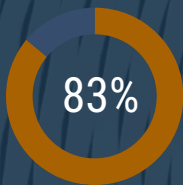
Quality of Support
84%
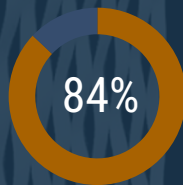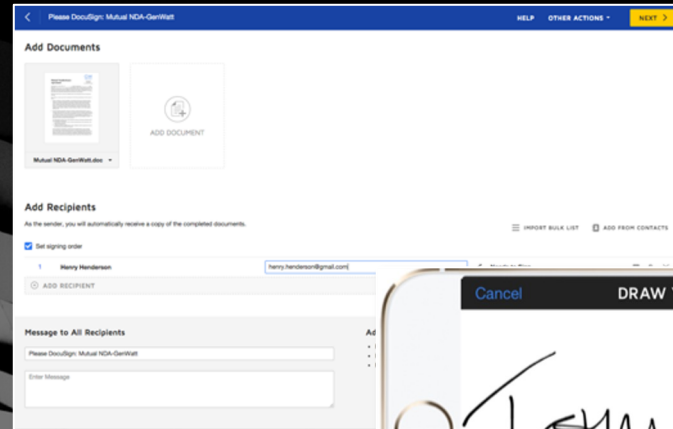
Pricing Model

Individual: $10 per month (Signing Made Simple)

Business: $40 per month (Advanced Features)

Standard: $25 per month (Business Essentials)

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

39%	34%	23%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

90%	9%	1%
In-House Team	Vendor Services Team	Third Party Consultant
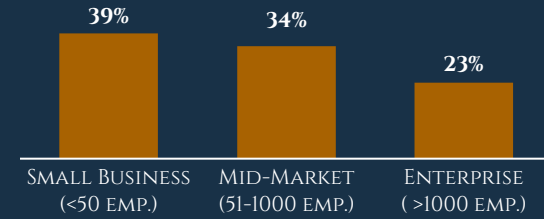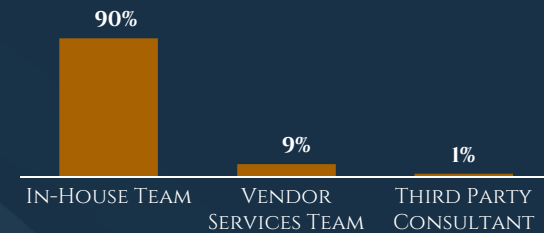
Average Time to Go Live (Months) — 1.3

Average Contract Term (Months) — 14.8

Estimated Payback (Months) — 12.8

Average User Adoption — 70%

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

Dropbox Sign

Dropbox (formerly HelloSign)

San Francisco, CA

2,500-5,000 employees

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

www.hellosign.com | Twitter: @HelloSign

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
78%	18%	3%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
96%	2%	1%
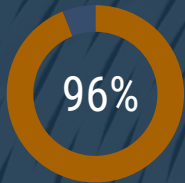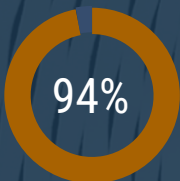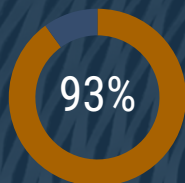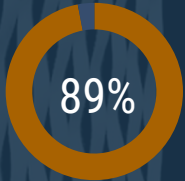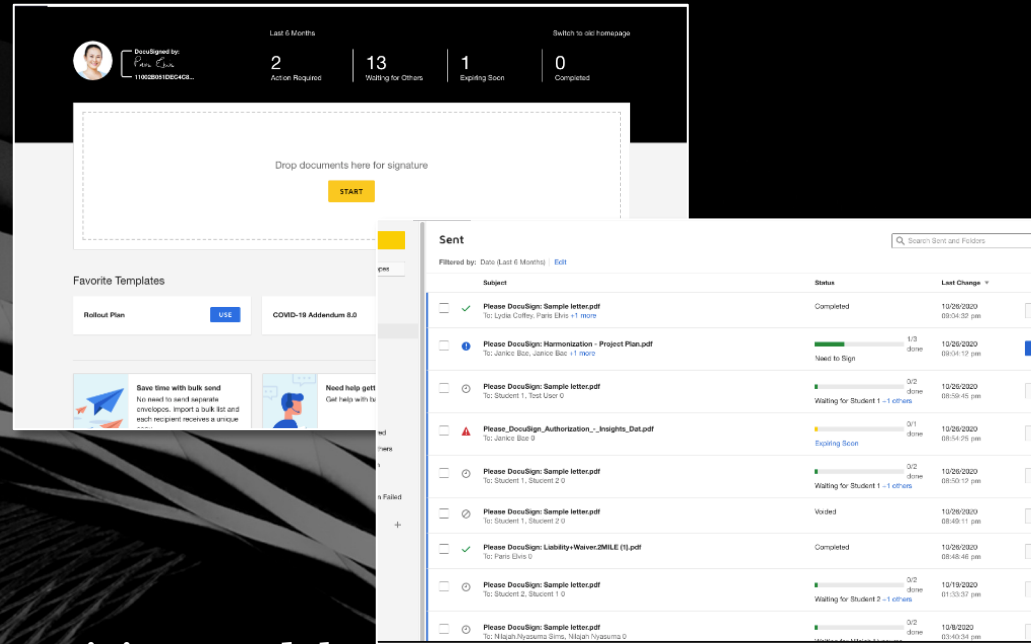
Pricing Model

Essentials: $15 per user per month, billed annually

Dropbox + eSign: $25 per month

Standard: $26 per month

Overall Satisfaction
96%

Ease of Use
93%

Ease of Setup
94%

Quality of Support
89%

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

Average Time to Go Live (Months)
0.2

Average Contract Term (Months)
14

Estimated Payback (Months)
10.4

Average User Adoption
79%

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

PandaDoc

PandaDoc

San Francisco, CA

500-1,000 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

91%

Ease of Setup

90%

Quality of Support

91%

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

71%	24%	4%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

96%	3%	1%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 0.9

Average Contract Term (Months) — 14

Estimated Payback (Months) — 10.5

Average User Adoption — 79%

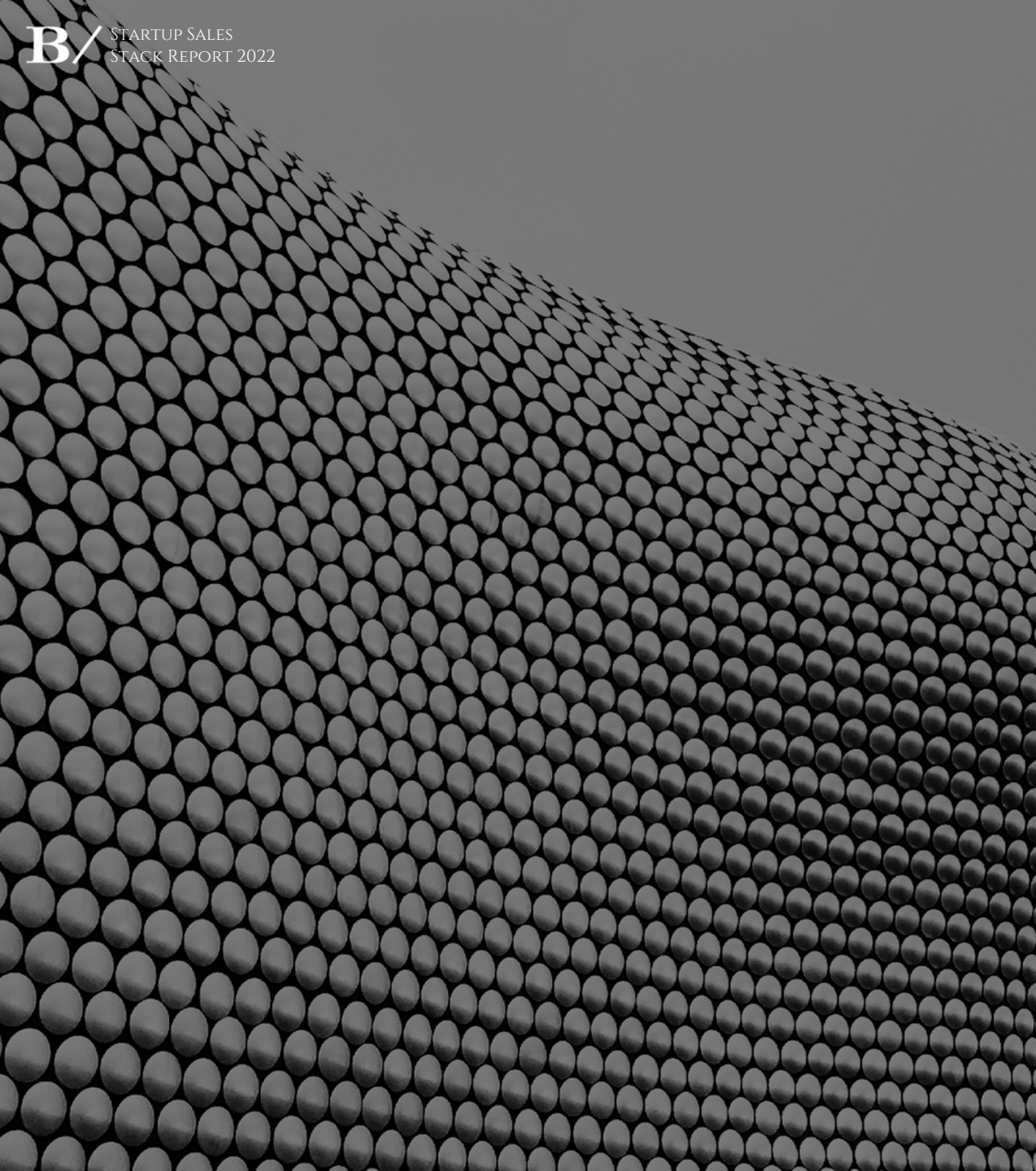[1] Complement to 100% includes those respondents that have not disclosed a breakdown

airSlate

aireSlate

Brookline, MA

501-1,000 employees

airSlate empowers anyone to create powerful documents and automate document workflows. From simple tasks like editing PDFs and creating forms to eSigning, airSlate is everything you need to create, integrate, and automate your document workflow.

www.airslate.com | Twitter: @aireslate

Overall Satisfaction
94%
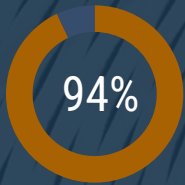
Ease of Use
90%

Ease of Setup
90%

Quality of Support
87%
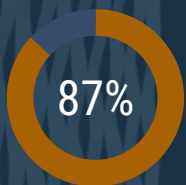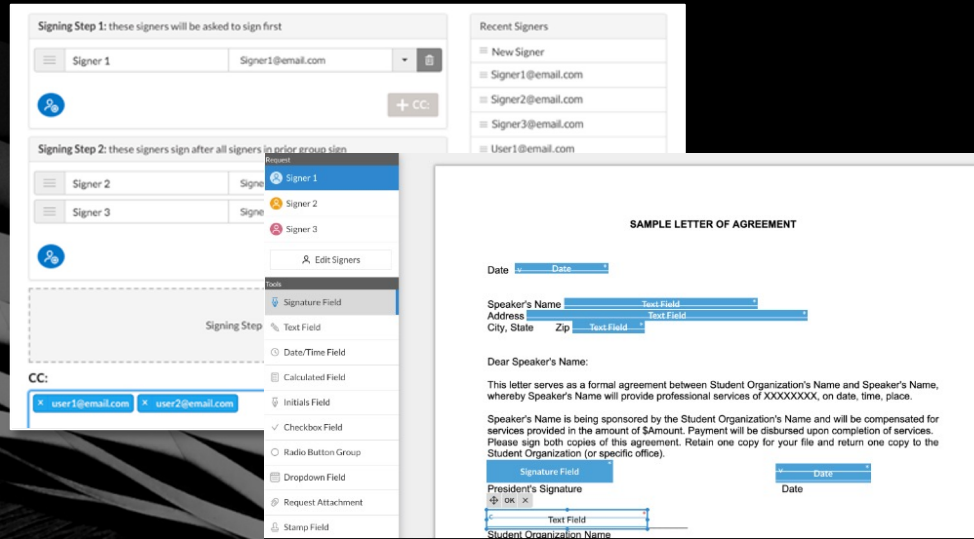
Pricing Model

aireSlate Business: $8 per user per month

aireSlate Business Premium: $15 per user per month

aireSlate 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

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
70%	22%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	3%	1%
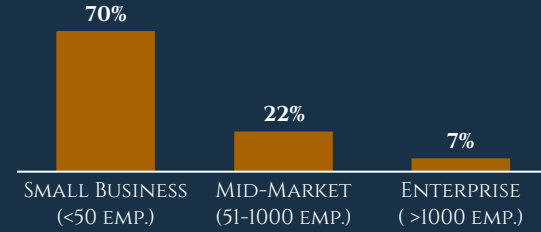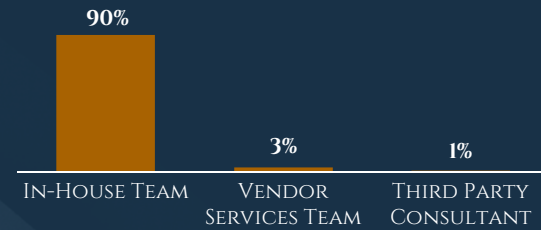
Average Time to Go Live (Months) — **0.1**

Average Contract Term (Months) — **27**

Estimated Payback (Months) — **10.5**

Average User Adoption — **74%**

40

Foxit

Foxit

Fremont, CA

101-500 employees

Foxit is a leading software provider of fast, affordable and secure PDF solutions. Businesses and consumers increase productivity by using Foxit's cost effective products to securely work with PDF documents and forms. Foxit is the #1 pre-installed PDF software, shipped on one-third of all new Windows PCs, including those from HP®, Acer, and ASUS®.

www.foxit.com | Twitter: @foxitsoftware

Overall Satisfaction
96%

Ease of Use
92%

Ease of Setup
94%
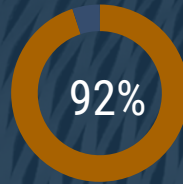
Quality of Support
93%
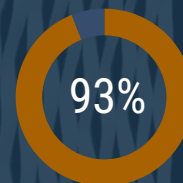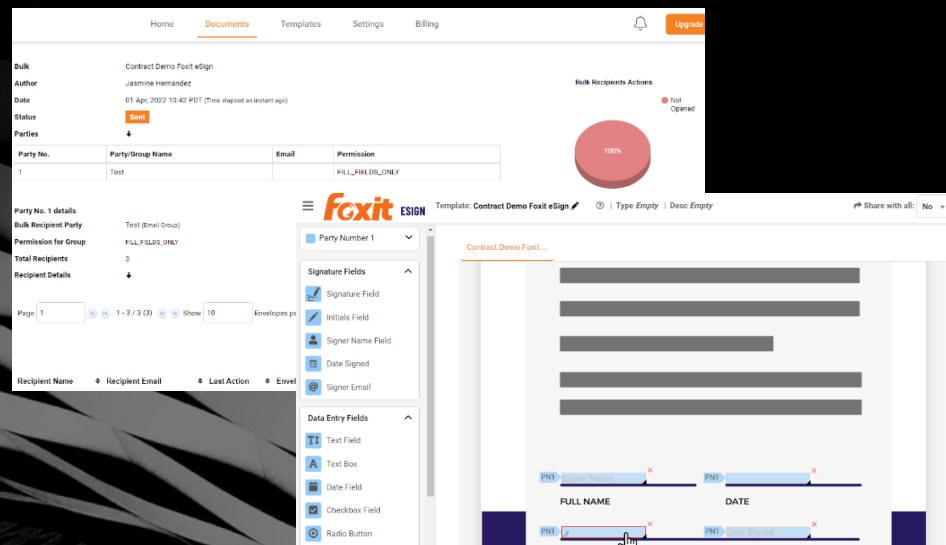
Pricing Model

- PDF Editor: $14.99 per month
- PDF Editor: $79 per year
- PDF Editor Pro (Windows): $149 per year
- PDF Editor Pro (Mac): $159 per year

Reasons To Buy

Offers all the basic functions at a competitive price

Reasons To Pass

No default templates are provided

Customer by Size
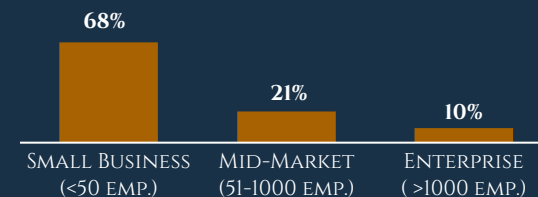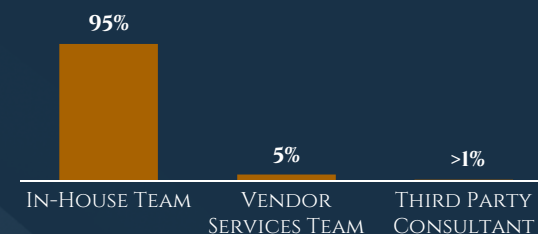
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
68%	21%	10%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
95%	5%	>1%

Average Time to Go Live (Months) — 0.1

Average Contract Term (Months) — 12

Estimated Payback (Months) — 8.7

Average User Adoption — 66%

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	44
ZOOMINFO (CHORUS.AI)	45
MINDTICKLE	46
SALESLOFT	47
SALESKEN	48

Additional products included in the category are: Outreach, Salesforce, Clari, Balto, Allego

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

1001- 2500 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

93%

Ease of Setup

91%

Quality of Support

93%

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

18%
SMALL BUSINESS (<50 EMP.)

65%
MID-MARKET (51-1000 EMP.)

16%
ENTERPRISE (>1000 EMP.)

Implementation Method[1]

92%
IN-HOUSE TEAM

8%
VENDOR SERVICES TEAM

0%
THIRD PARTY CONSULTANT

Average Time to Go Live (Months)
0.8

Average Contract Term (Months)
7.5

Estimated Payback (Months)
10.9

Average User Adoption
79%

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

44

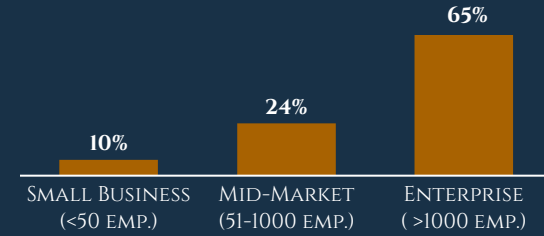# Chorus.ai

ZoomInfo

San Francisco, CA

2,500-5,000 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
89%

Ease of Setup
86%

Quality of Support
89%

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.)
14%	58%	28%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
91%	9%	0%
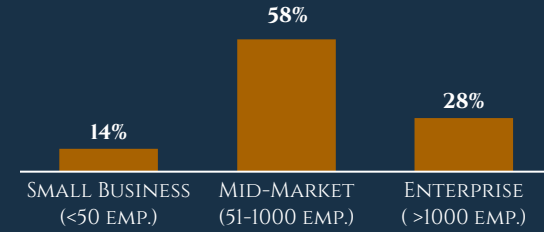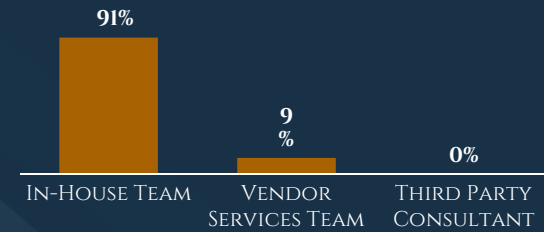
Average Time to Go Live (Months) **0.6**

Average Contract Term (Months) **4.2**

Estimated Payback (Months) **9.4**

Average User Adoption **72%**

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

45

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
98%	94%
Ease of Setup	Quality of Support
91%	94%
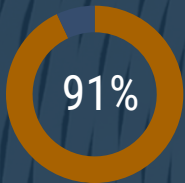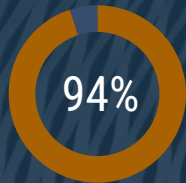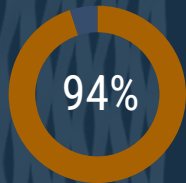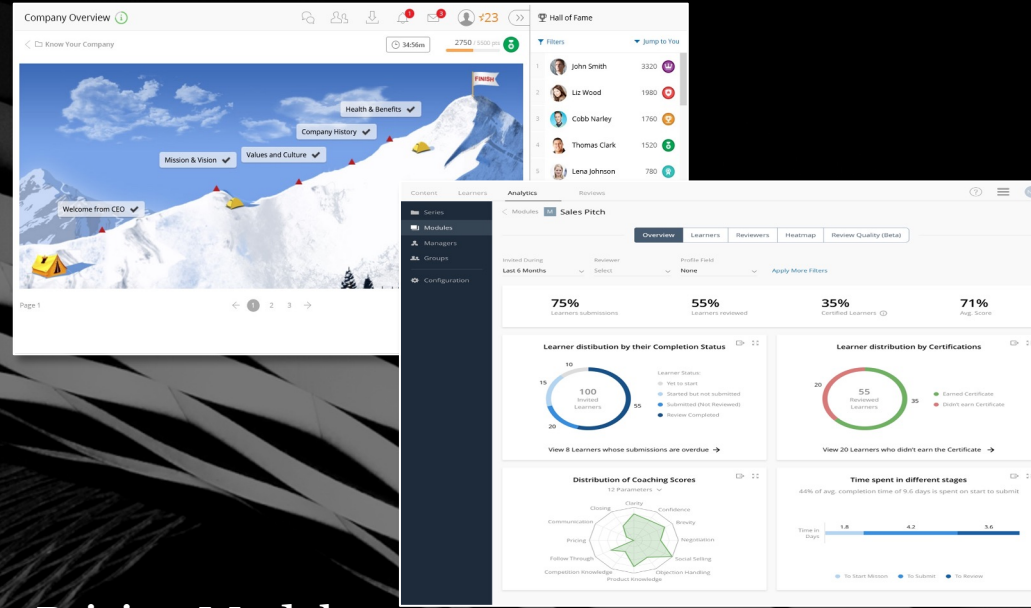
Pricing Model

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.)
10%	24%	65%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
82%	16%	3%
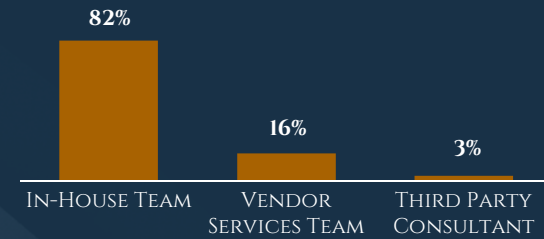
Average Time to Go Live (Months)	1.0
Average Contract Term (Months)	10.4
Estimated Payback (Months)	18.8
Average User Adoption	73%

SalesLoft

SalesLoft

Atlanta, GA

1,000-2,500 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
92%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
87%

Customer by Size

26% SMALL BUSINESS (<50 EMP.)	55% MID-MARKET (51-1000 EMP.)	18% ENTERPRISE (>1000 EMP.)

Implementation Method[1]

84% IN-HOUSE TEAM	13% VENDOR SERVICES TEAM	3% THIRD PARTY CONSULTANT

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)	1.1
Average Contract Term (Months)	22.8
Estimated Payback (Months)	9.6
Average User Adoption	81%

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

Saleskin

Saleskin

Bangalore, India

100-250 employees

Conversational intelligence platform that helps sales teams improve performance and reduce acquisition costs. The tool gives sales reps real-time cues during their conversation to help them engage their customers better.

www.salesken.ai | Twitter: @SakeskenAi

Overall Satisfaction
96%

Ease of Use
99%

Ease of Setup
98%
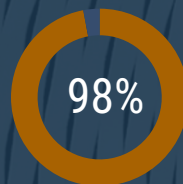
Quality of Support
99%
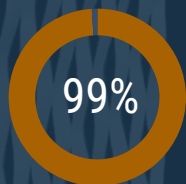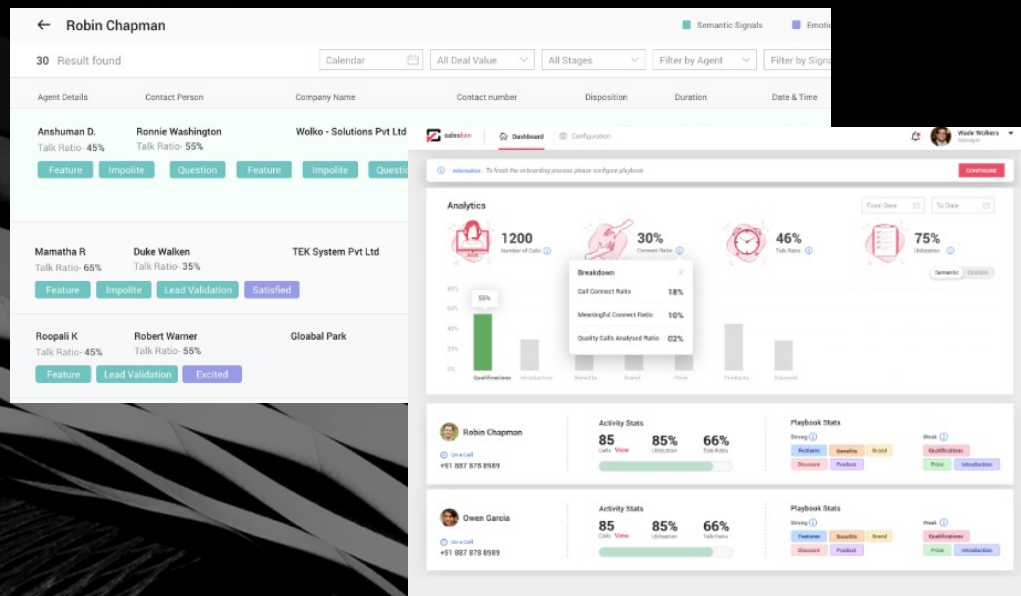
Pricing Model

Contact Saleskin to obtain current pricing

Reasons To Buy

Offers exceptional customer support
Able to predict sales and provide feedback on calls

Reasons To Pass

Can take a while to learn the tool

Customer by Size

5%	51%	44%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

100%	0%	0%
In-House Team	Vendor Services Team	Third Party Consultant
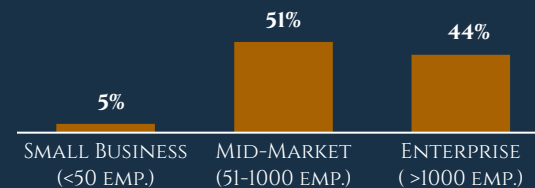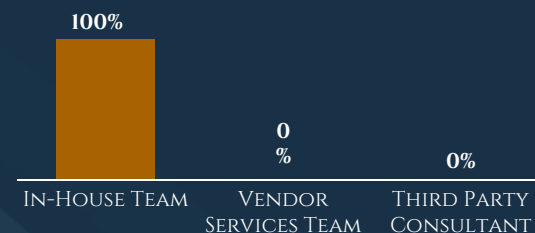
Average Time to Go Live (Months)
6.8

Average Contract Term (Months)
12.0

Estimated Payback (Months)
87.5

Average User Adoption
88%

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

48

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.).

SALESFORCE CRM	51
HUBSPOT HUB	52
ACTIVECAMPAIGN	53
ZOHO CRM	41
monday.com	55

Additional products included in the category are: Freshworks, Pipedrive, ClickUp, Constant Contact, Copper

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
79%

Ease of Setup
79%

Quality of Support
72%

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

29%	41%	28%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

68%	14%	18%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

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

Average Contract Term (Months) — **22.3**

Estimated Payback (Months) — **18.1**

Average User Adoption — **72%**

[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
99%

Ease of Use
87%

Ease of Setup
84%

Quality of Support
86%

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

58%	34%	7%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

89%	8%	4%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.6

Average Contract Term (Months) — 14.5

Estimated Payback (Months) — 12.9

Average User Adoption — 71%

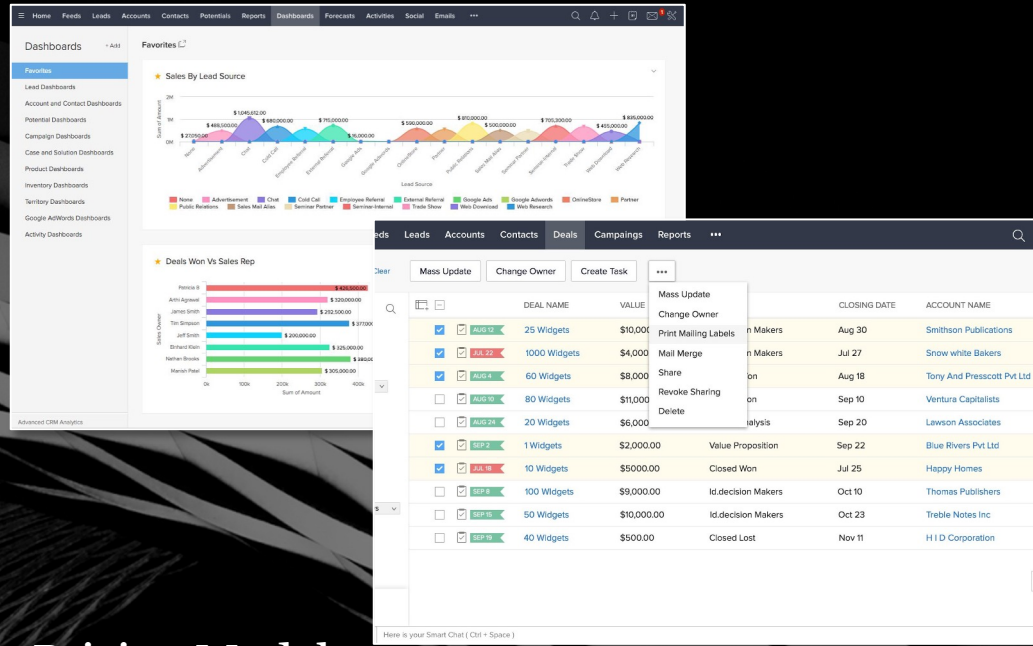[1] Complement to 100% includes those respondents that have not disclosed a breakdown

ActiveCampaign

ActiveCampaign

Chicago, IL

751-1,000 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
99%

Ease of Use
85%
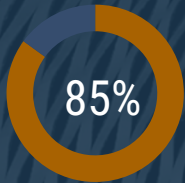
Ease of Setup
83%
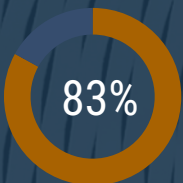
Quality of Support
89%
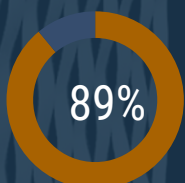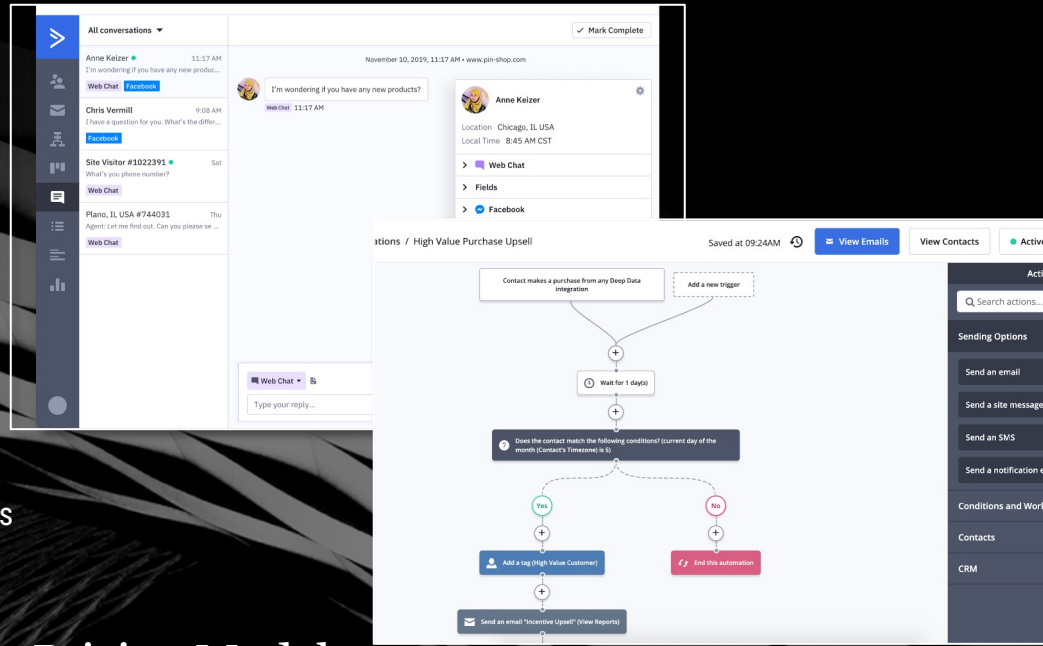
Pricing Model

- Lite $9 (per month-paid yearly)
- Plus $49 (per month-paid yearly)
- Professional $129 (per month-paid yearly)
- Enterprise $229+ (per month-paid yearly)

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.): 91%
- Mid-Market (51-1000 emp.): 8%
- Enterprise (>1000 emp.): 1%

Implementation Method[1]

- In-House Team: 92%
- Vendor Services Team: 4%
- Third Party Consultant: 4%
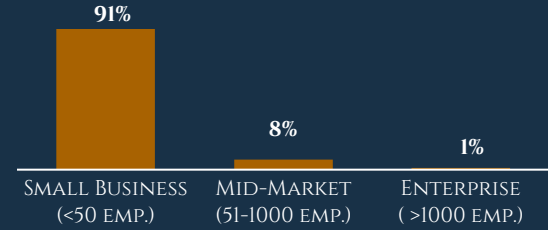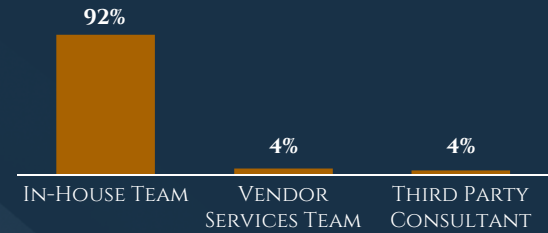
Average Time to Go Live (Months) — **1.1**

Average Contract Term (Months) — **17**

Estimated Payback (Months) — **11.5**

Average User Adoption — **71%**

[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: @Zoho

Customer by Size

55%	31%	12%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

87%	6%	4%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

Overall Satisfaction
85%

Ease of Use
81%

Ease of Setup
77%

Quality of Support
74%

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
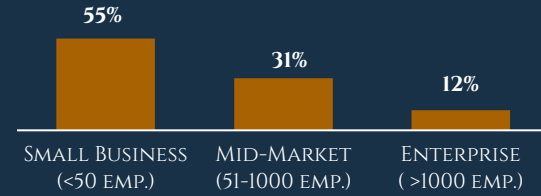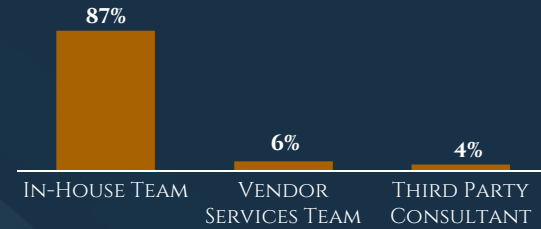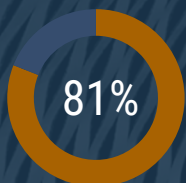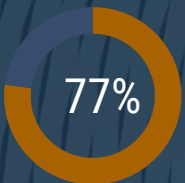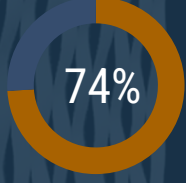
Average Time to Go Live (Months) — 14.4

Average Contract Term (Months) — 4.9
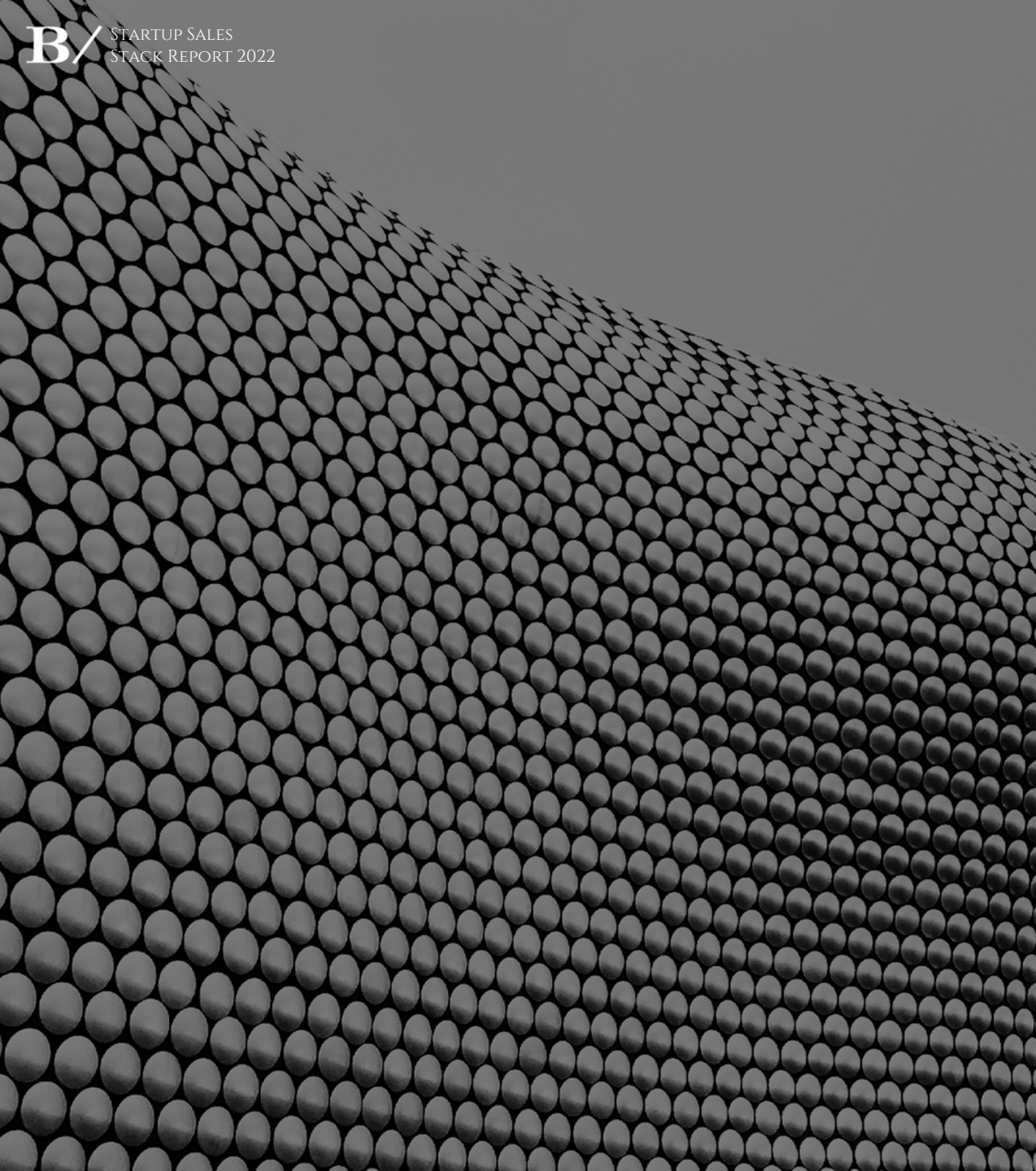
Estimated Payback (Months) — 11.1

Average User Adoption — 66%

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

54

monday.com

monday.com

Tel Aviv, Israel

1,001-2,500 employees

monday sales CRM lets you control your entire sales funnel and close deals faster by automating manual work and streamlining sales activities from A-Z.

https://monday.com | Twitter: @mondaydotcom

Overall Satisfaction

94%

Ease of Use

91%

Ease of Setup

86%

Quality of Support

88%
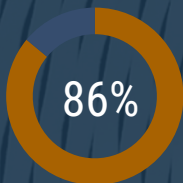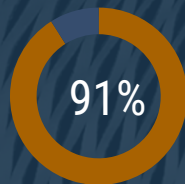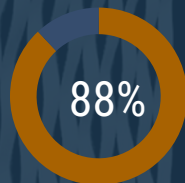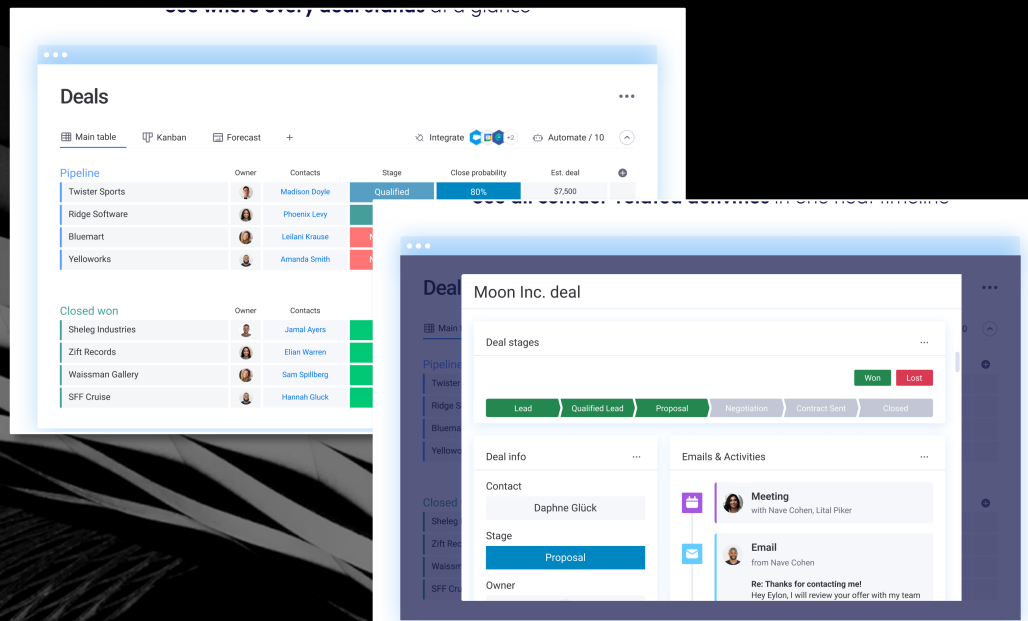
Pricing Model

Individual: $0 per month

Basic: $10 per month

Standard: $14 per month

▪ Pro: $24 per month

Reasons To Buy

- integrates with most sales apps and tools
- gives sales teams full control over their sales pipeline, allows them to manage contacts and accounts
- streamlines post-sales processes and sales enablement

Reasons To Pass

- Basic and limited functionality of features
- Automations need updates

Customer by Size

81%	16%	3%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

91%	4%	4%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
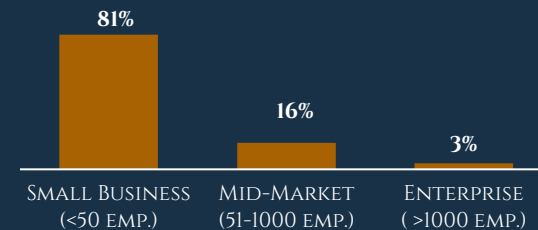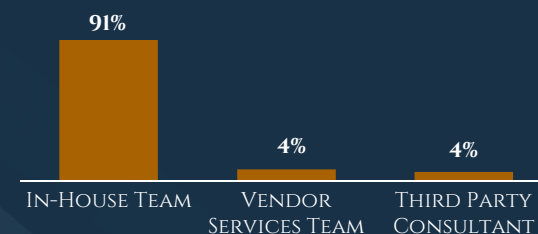
Average Time to Go Live (Months) — 0.7

Average Contract Term (Months) — 4.7

Estimated Payback (Months) — 15.4

Average User Adoption — 72%

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

55

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	58
ZOOMINFO	59
APOLLO.IO	60
GROOVE	61
OUTREACH	62

07

Additional products included in the category are: Dun & Bradstreet, Adapt, Seamless.ai, Uplead, Lusha

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

25,001+ 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: @LinkedIn

Overall Satisfaction
89%
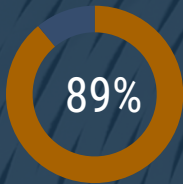
Ease of Use
85%

Ease of Setup
88%
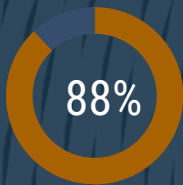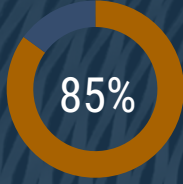
Quality of Support
80%
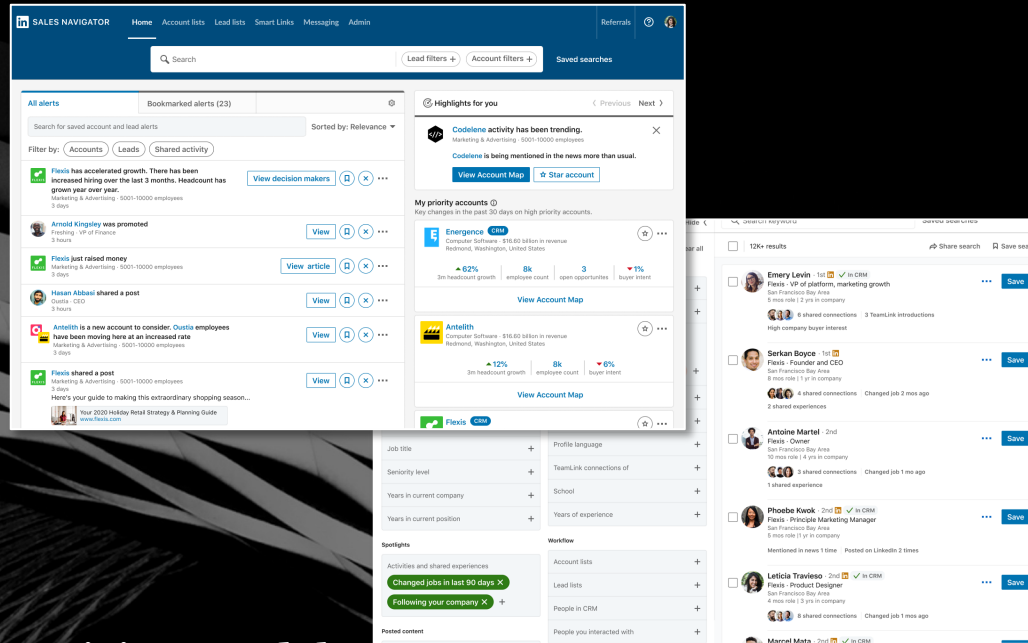
Pricing Model

Core: $79.99 per user per month

Advanced: $131.25 per user per month

Advanced Plus: contact LinkedIn for 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.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
33%	44%	21%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
83%	15%	2%
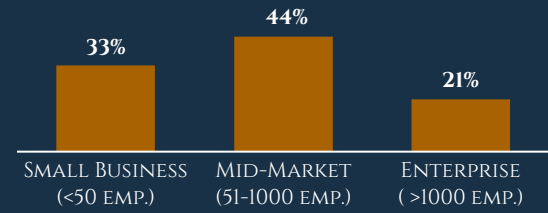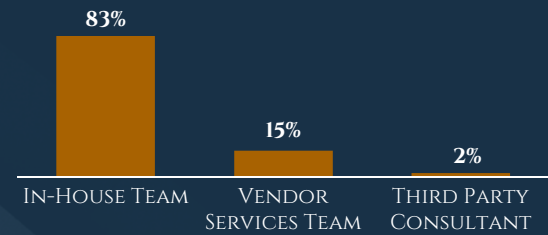
Average Time to Go Live (Months) — 0.5

Average Contract Term (Months) — 15.7

Estimated Payback (Months) — 13.3

Average User Adoption — 59%

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

58

ZoomInfo

Zoominfo

Vancouver, WA

2,500-5,000 employees

ZoomInfo 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
96%

Ease of Use
87%

Ease of Setup
86%
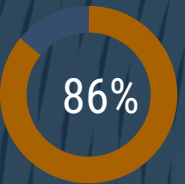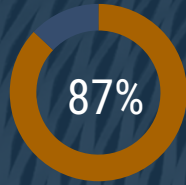
Quality of Support
86%
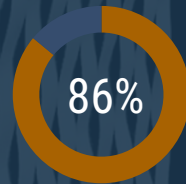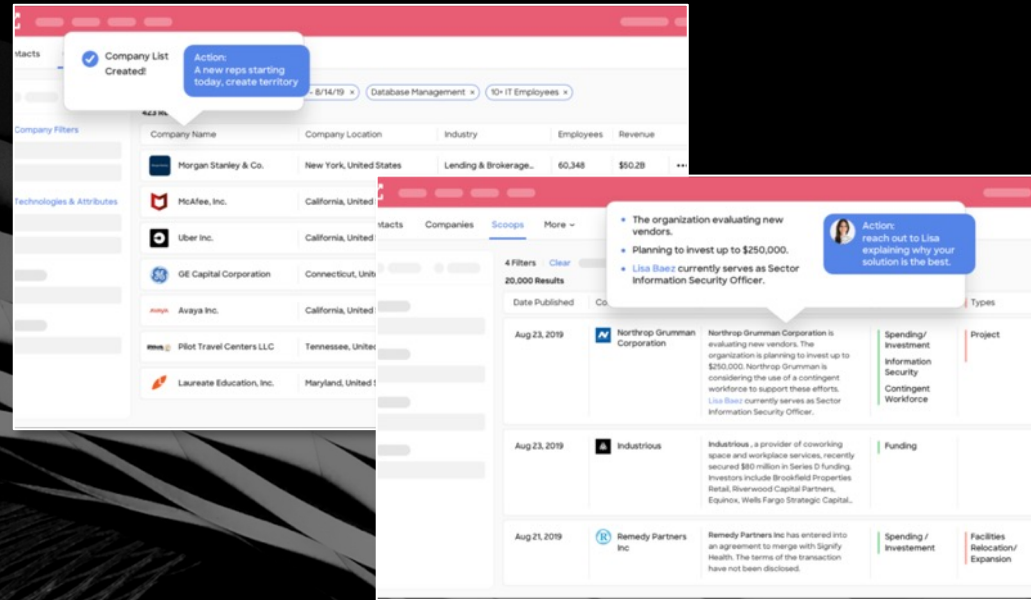
Pricing Model

ZoomInfo 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.)
27%	49%	23%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
87%	12%	1%
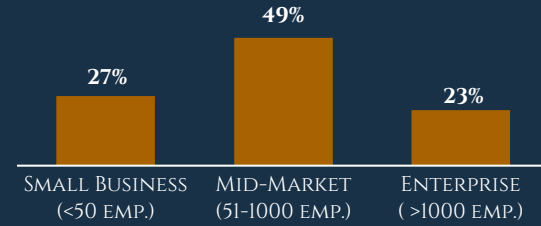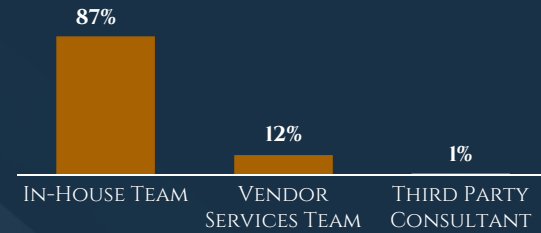
Average Time to Go Live (Months) — 0.6

Average Contract Term (Months) — 15.8

Estimated Payback (Months) — 13.3

Average User Adoption — 68%

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

Apollo.io

Apollo.io

San Francisco, CA

201-500 employees

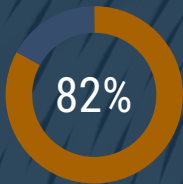The unified Apollo.io platform ensures reps reach the right person, at the right time, with the right message. Access an accurate database of 200+ contacts, full sales engagement stack, dialer, custom in-platform Account Playbooks, custom scoring models for leads, tasks, and accounts from the Scoring Engine, the industry's most advanced Rules Engine, and the industry's only advanced custom Analytics suite.

https://www.apollo.io | Twitter: @MeetApollo

Overall Satisfaction

99%

Ease of Use

94%

Ease of Setup

93%

Quality of Support

92%
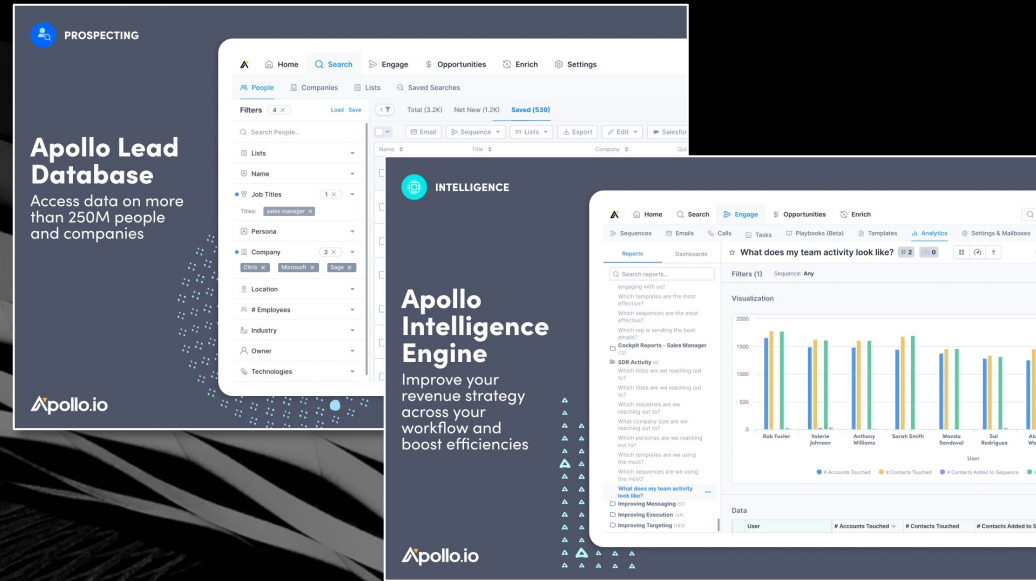
Pricing Model

Free: $0

Basic: $49 per user per month

Professional: $99 per user per month

Custom: Contact Apollo.io for custom pricing

Reasons To Buy

- integration into platforms like LinkedIn and Sales Nav
- Integrations into CRMs
- sequence toolkits

Reasons To Pass

Unfriendly user interface

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
65%	28%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
92%	6%	2%
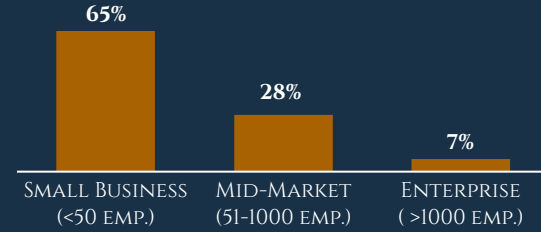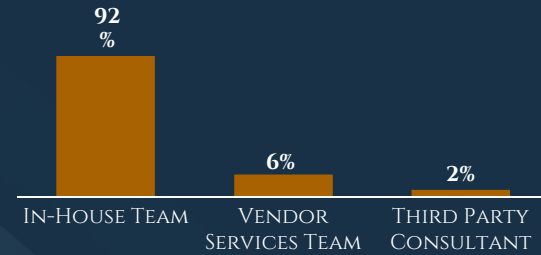
Average Time to Go Live (Months) — **0.2**

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

Estimated Payback (Months) — **15.7**

Average User Adoption — **62%**

[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
99%

Ease of Use
92%

Ease of Setup
91%

Quality of Support
94%

The #1 sales engagement platform for companies that use Salesforce

Collaborate on Pipeline and Account Lists in Real Time

Our Custom...

Google   COMPASS

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.)
16%	53%	30%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	14%	0%

Average Time to Go Live (Months)	0.5
Average Contract Term (Months)	9.1
Estimated Payback (Months)	9.1
Average User Adoption	60%

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

Outreach

Outreach

Seattle, WA

1,001–2,500 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.

https://www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
82%

Ease of Use
83%

Ease of Setup
75%

Quality of Support
83%

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.)
23%	57%	19%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
83%	14%	3%

Average Time to Go Live (Months) — 1.2

Average Contract Term (Months) — 15.5

Estimated Payback (Months) — 11.1

Average User Adoption — 76%

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

Engage

Marketing Automation

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

HUBSPOT MARKETING HUB	65
ACTIVECAMPAIGN	66
KLAVIYO	67
BRAZE	68
SHARPSPRING (CONSTANT CONTACT)	69

Additional products included in the category are: Mailchimp, Sendinblue, Insider, Bloomreach, Omnisend

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

5,000-10,000 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
100%

Ease of Use
86%

Ease of Setup
81%

Quality of Support
88%
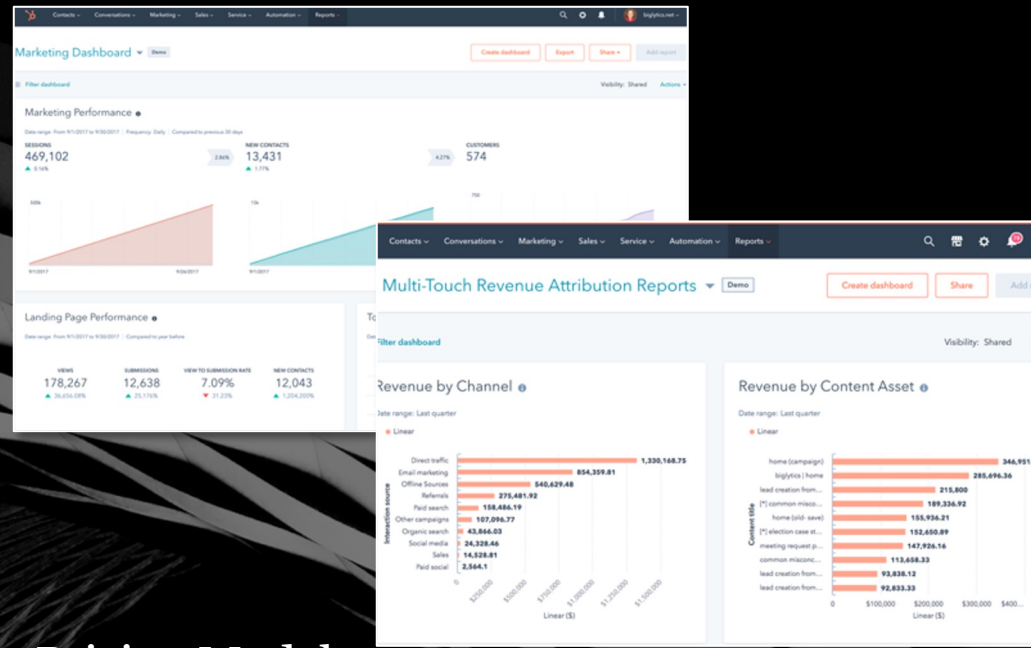
Pricing Model

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

Customer by Size
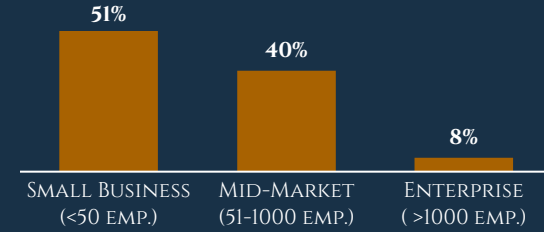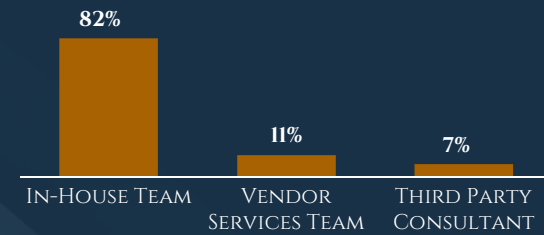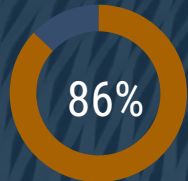
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
51%	40%	8%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
82%	11%	7%

Average Time to Go Live (Months) — 1.8

Average Contract Term (Months) — 34.9

Estimated Payback (Months) — 15.0

Average User Adoption — 67%

[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
85%

Ease of Setup
83%

Quality of Support
88%

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

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

Implementation Method[1]

92%	4%	4%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
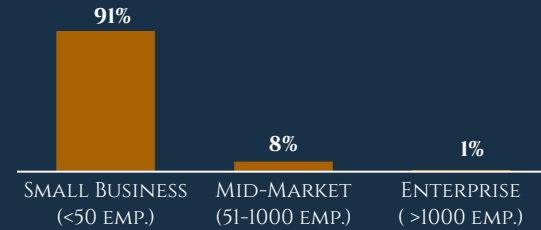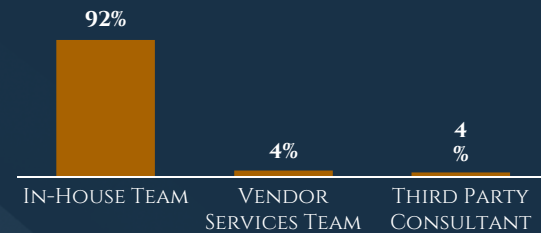
Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 16.7

Estimated Payback (Months) — 10.9

Average User Adoption — 70%

Klaviyo

Klaviyo

Boston, MA

1,000-2,500 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
93%

Ease of Use
87%
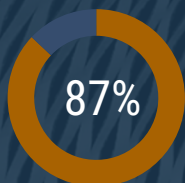
Ease of Setup
85%
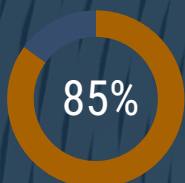
Quality of Support
85%
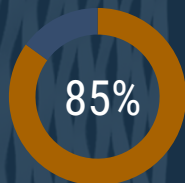
Automations help you make money while you sleep

Dozens of built-in automations are fully customizable, like welcome emails, happy birthday, or abandon cart. Each can have any mix of emails and texts. So while you're dreaming up your next big idea, customers are automatically getting timely, actionable info.

Automation library

Prevent lost sales

Nurture subscribers

Build customer loyalty

Remind people to purchase

Encourage repeat purchasers

Send order updates

Klaviyo helps you learn a ton about your customers: the products they love, the way they shop, the best time and method to reach them.

So when Cindy in Cincinnati checks her email and sees the leather bag of her dreams, she feels like it's written just for her (because it is).

Back in stock
Remember that bag you were eyeing?

Cindy Murakami

Viewed product "Leather Belt Bag"
Opened back in stock email
Received back in stock email

It's back! And there's one with your name on it.

Shop now

Smart Send Time

Optimal time
(7:00 pm in recipient local time)

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
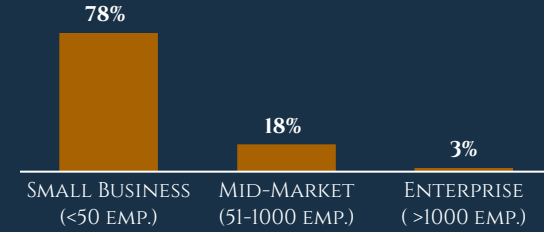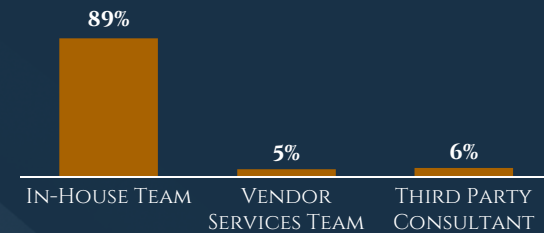
78% — Small Business (<50 emp.)
18% — Mid-Market (51-1000 emp.)
3% — Enterprise (>1000 emp.)

Implementation Method[1]

89% — In-House Team
5% — Vendor Services Team
6% — Third Party Consultant

Average Time to Go Live (Months) — 0.8

Average Contract Term (Months) — 4.9

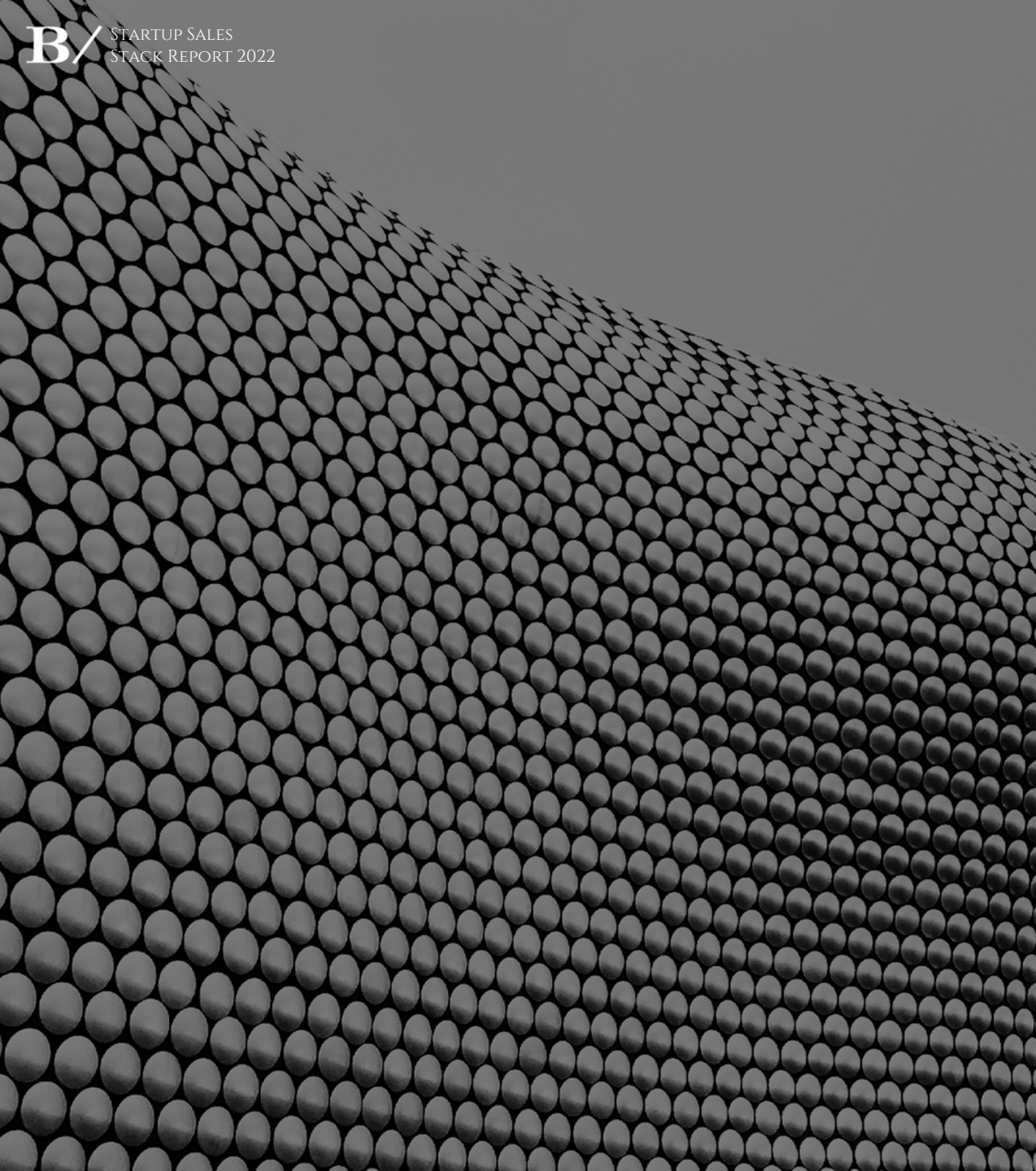Estimated Payback (Months) — 6.3

Average User Adoption — 75%

Braze

BRAZE

New York, NY

1,000-2,500 employees

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers through interactive conversations across channels that deliver value quickly and continuously.

https://braze.com | Twitter: @Braze

Overall Satisfaction
90%

Ease of Use
85%
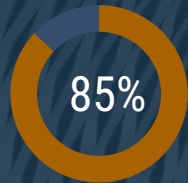
Ease of Setup
75%
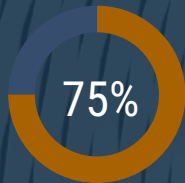
Quality of Support
88%
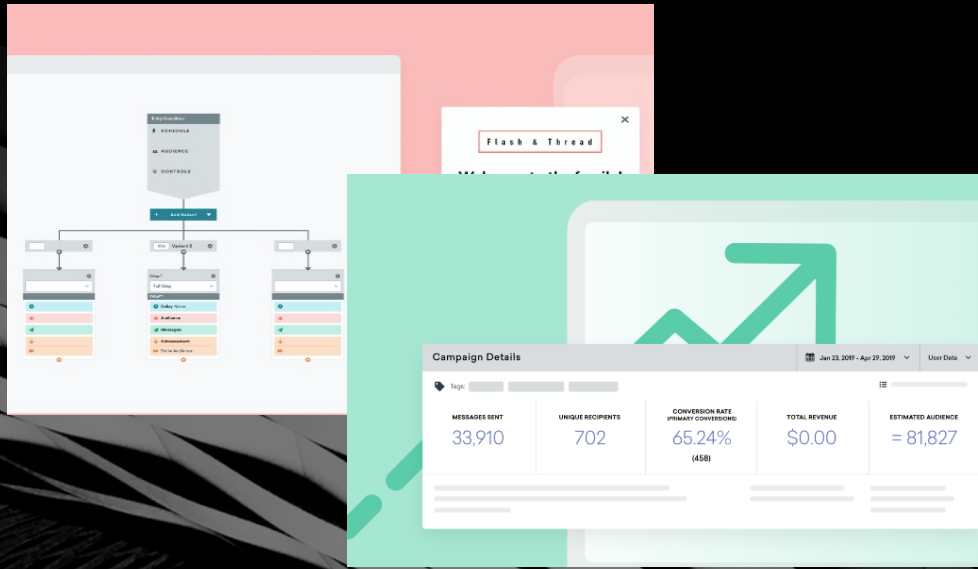
Pricing Model

Braze has not provided pricing information for this product.

Reasons To Buy

User-friendly interface

Speed of the response by support team

Reasons To Pass

Can be hard to implement

Lack of customization (but currently rolling out an editor)

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
21%	55%	24%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
89%	6%	5%
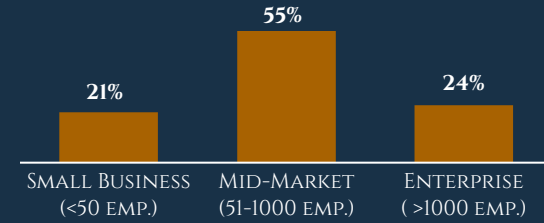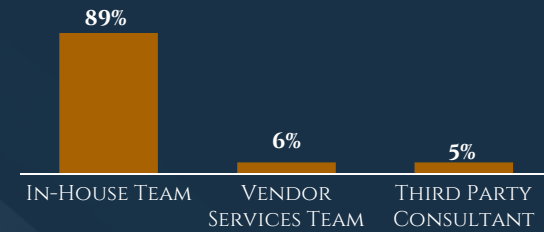
Average Time to Go Live (Months) — 3.5

Average Contract Term (Months) — 36.7

Estimated Payback (Months) — 17.1

Average User Adoption — 74%

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

SHARPSPRING

Constant Contact

Waltham, MA

2,500-5,000 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: @ConstantContract

Overall Satisfaction
90%

Ease of Use
85%

Ease of Setup
83%
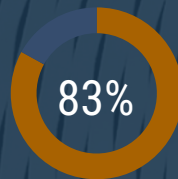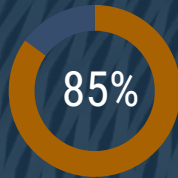
Quality of Support
91%
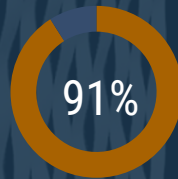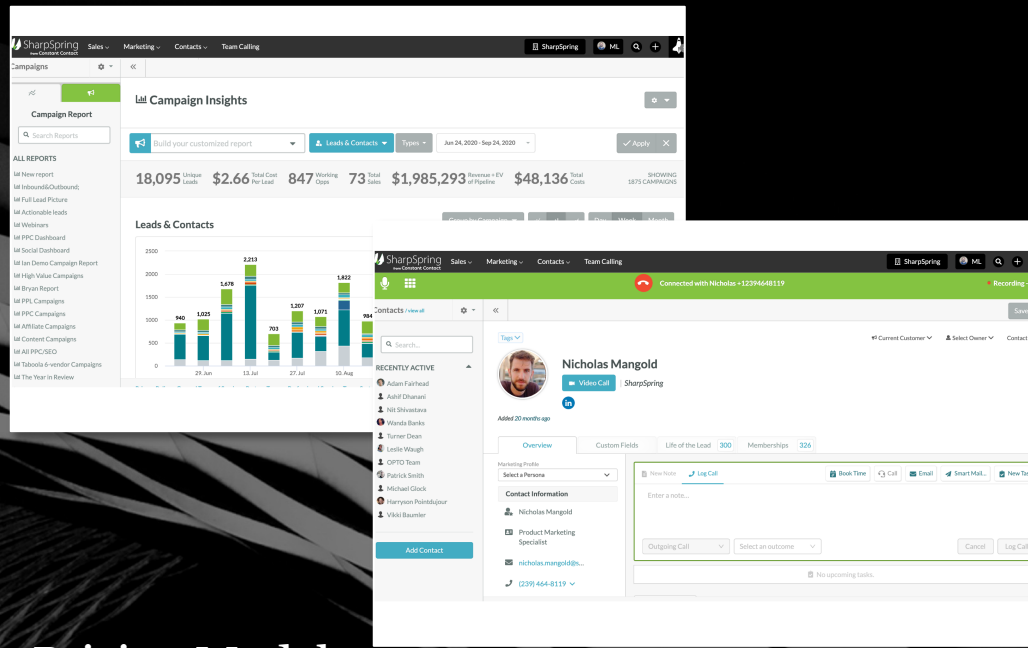
Pricing Model

Agency: contact SharpSpring for agency partner plans

1,000 Contacts: $399 per month

2,500 Contacts: $499 per month

5,000 Contacts: $699 per month

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

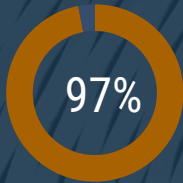## Customer by Size

78%	18%	3%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

96%	3%	1%
In-House Team	Vendor Services Team	Third Party Consultant
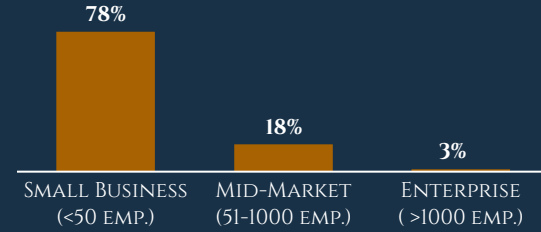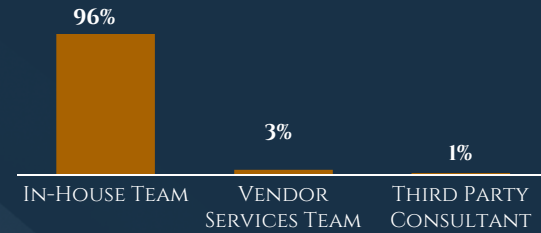
Average Time to Go Live (Months) — 1.4

Average Contract Term (Months) — 12.9

Estimated Payback (Months) — 9.7

Average User Adoption — 65%

69

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	72
SALESLOFT	73
APOLLO.IO	74
OUTREACH	75
ActiveCampaign	76

Additional products included in the category are: Groove, Reply.io, Freshworks, MixMax, SalesHandy

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

Overall Satisfaction
97%

Ease of Use
87%

Ease of Setup
84%

Quality of Support
86%

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

58%	36%	5%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

87%	10%	3%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 12.3

Estimated Payback (Months) — 14.6

Average User Adoption — 74%

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

SalesLoft

SalesLoft

Atlanta, GA

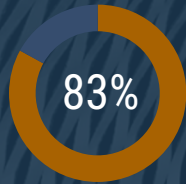1,001 – 5,000 employees

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
97%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
87%

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

Analytics and dashboard customization can be limited

Integrations require maintenance

Customer by Size
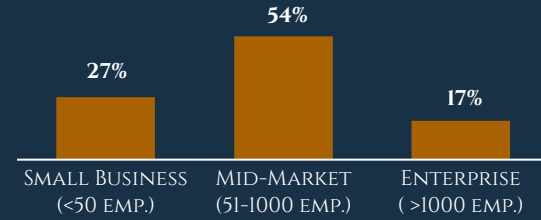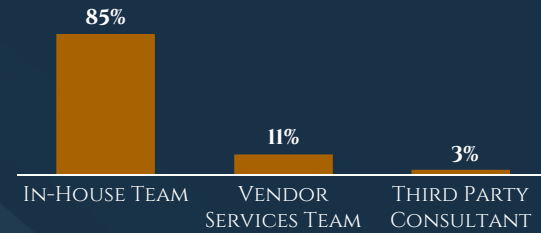
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
27%	54%	17%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	11%	3%

Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 12

Estimated Payback (Months) — 9.0

Average User Adoption — 80%

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

73

Apollo.io

Apollo.io

San Francisco, CA

201-500 employees
The unified Apollo.io platform ensures reps reach the right person, at the right time, with the right message. Access an accurate database of 200+ contacts, full sales engagement stack, dialer, custom in-platform Account Playbooks, custom scoring models for leads, tasks, and accounts from the Scoring Engine, the industry's most advanced Rules Engine, and the industry's only advanced custom Analytics suite.
https://www.apollo.io | Twitter: @MeetApollo

Overall Satisfaction
99%

Ease of Use
94%

Ease of Setup
93%

Quality of Support
92%

Apollo Lead Database
Access data on more than 250M people and companies

Apollo Intelligence Engine
Improve your revenue strategy across your workflow and boost efficiencies

Pricing Model

Free: $0

Basic: $49 per month (1 paid user)

Professional: $99 per month (1 paid user)

Custom: Starts at 5K/yr, Contact Apollo.io for custom pricing

Reasons To Buy

- integration into platforms like LinkedIn and Sales Nav
- Integrations into CRMs
- sequence toolkits

Reasons To Pass

Unfriendly user interface

Customer by Size

64%	27%	6%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

91%	6%	3%
In-House Team	Vendor Services Team	Third Party Consultant
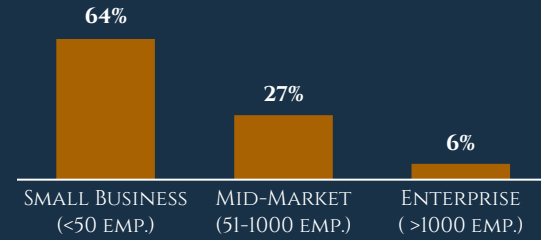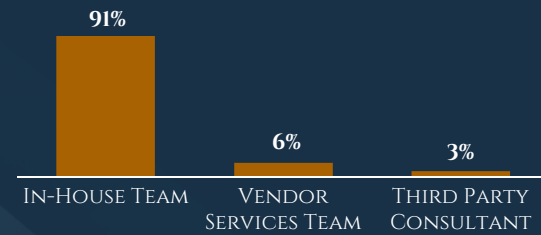
Average Time to Go Live (Months) — 0.2

Average Contract Term (Months) — 11.9

Estimated Payback (Months) — 11.1

Average User Adoption — 60%

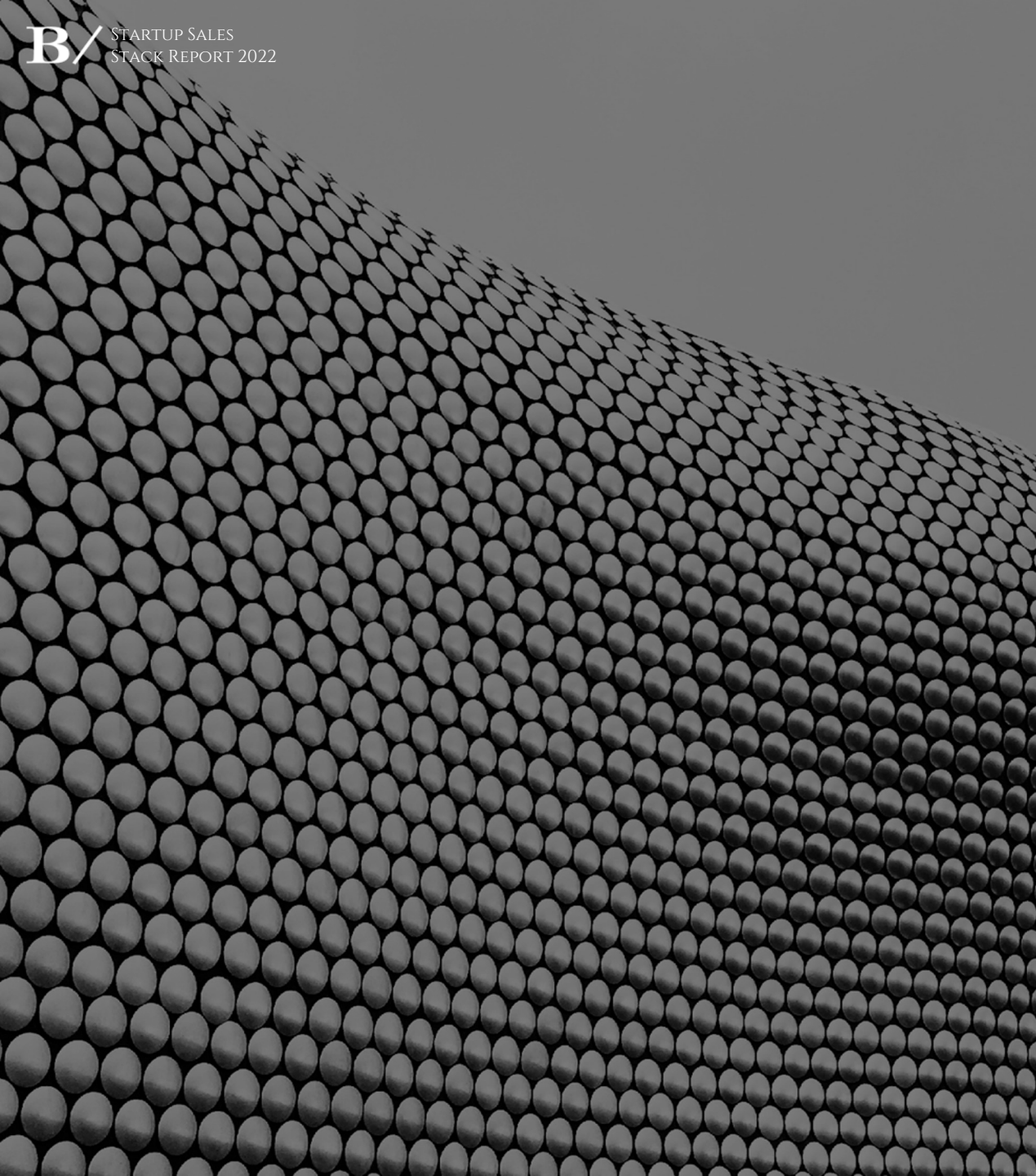[1] Complement to 100% includes those respondents that have not disclosed a breakdown

74

Outreach

Outreach

Seattle, WA

1,001 - 5000 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.

https://www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
90%

Ease of Use
83%

Ease of Setup
75%

Quality of Support
83%

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

List building has limitations

Customer by Size
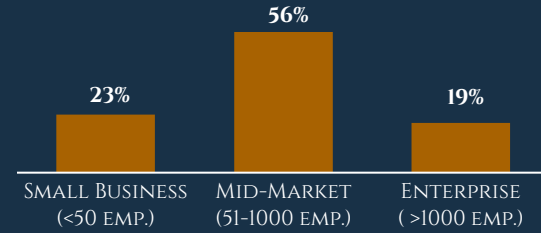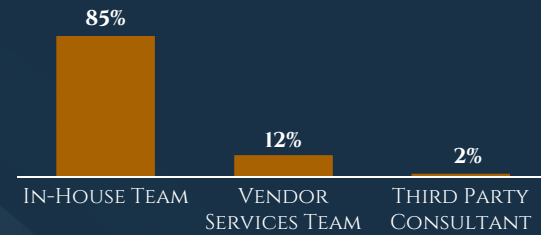
23%	56%	19%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

85%	12%	2%
In-House Team	Vendor Services Team	Third Party Consultant

Average Time to Go Live (Months) — 1.1

Average Contract Term (Months) — 12

Estimated Payback (Months) — 10.2

Average User Adoption — 76%

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

75

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
96%

Ease of Use
85%

Ease of Setup
83%

Quality of Support
89%

Customer by Size

89% — Small Business (<50 emp.)
8% — Mid-Market (51-1000 emp.)
2% — Enterprise (>1000 emp.)

Implementation Method[1]

93% — In-House Team
4% — Vendor Services Team
2.8% — Third Party Consultant

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

Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 12

Estimated Payback (Months) — 9.5

Average User Adoption — 73%

B/

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	79
SALESLOFT	80
OUTREACH	81
GROOVE	82
MIXMAX	83

Additional products included in the category are: monday.com, Freshworks, Reply.io, GMass, InsideSales

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
98%

Ease of Use
87%

Ease of Setup
84%

Quality of Support
86%

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[1]

59%	34%	5%
SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)

Implementation Method[1]

88%	8%	3%
IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT

Average Time to Go Live (Months) — 2.0

Average Contract Term (Months) — 12

Estimated Payback (Months) — 14.3

Average User Adoption — 74%

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
98%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
87%

Customer by Size

- Small Business (<50 emp.): 25%
- Mid-Market (51-1000 emp.): 59%
- Enterprise (>1000 emp.): 16%

Implementation Method[1]

- In-House Team: 86%
- Vendor Services Team: 10%
- Third Party Consultant: 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%**

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

80

Outreach

Outreach

Seattle, WA

1,001-1,500 employees

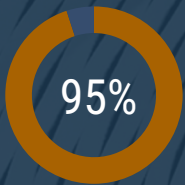By automating and prioritizing all customer touch points throughout the sales process, Outreach triples the productivity of sales teams by empowering them to drive more pipeline, book more meetings, and exceed revenue goals. Outreach places actionable data intelligence at the fingertips of sales reps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

www.outreach.io | Twitter: @outreach_io

Overall Satisfaction
94%

Ease of Use
83%

Ease of Setup
75%

Quality of Support
83%

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.): 22%
- Mid-Market (51-1000 emp.): 56%
- Enterprise (>1000 emp.): 21%

Implementation Method[1]

- In-House Team: 85%
- Vendor Services Team: 13%
- Third Party Consultant: 1%

Average Time to Go Live (Months): 1.2

Average Contract Term (Months): 12.4

Estimated Payback (Months): 10.7

Average User Adoption: 75%

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

81

Groove

Groove
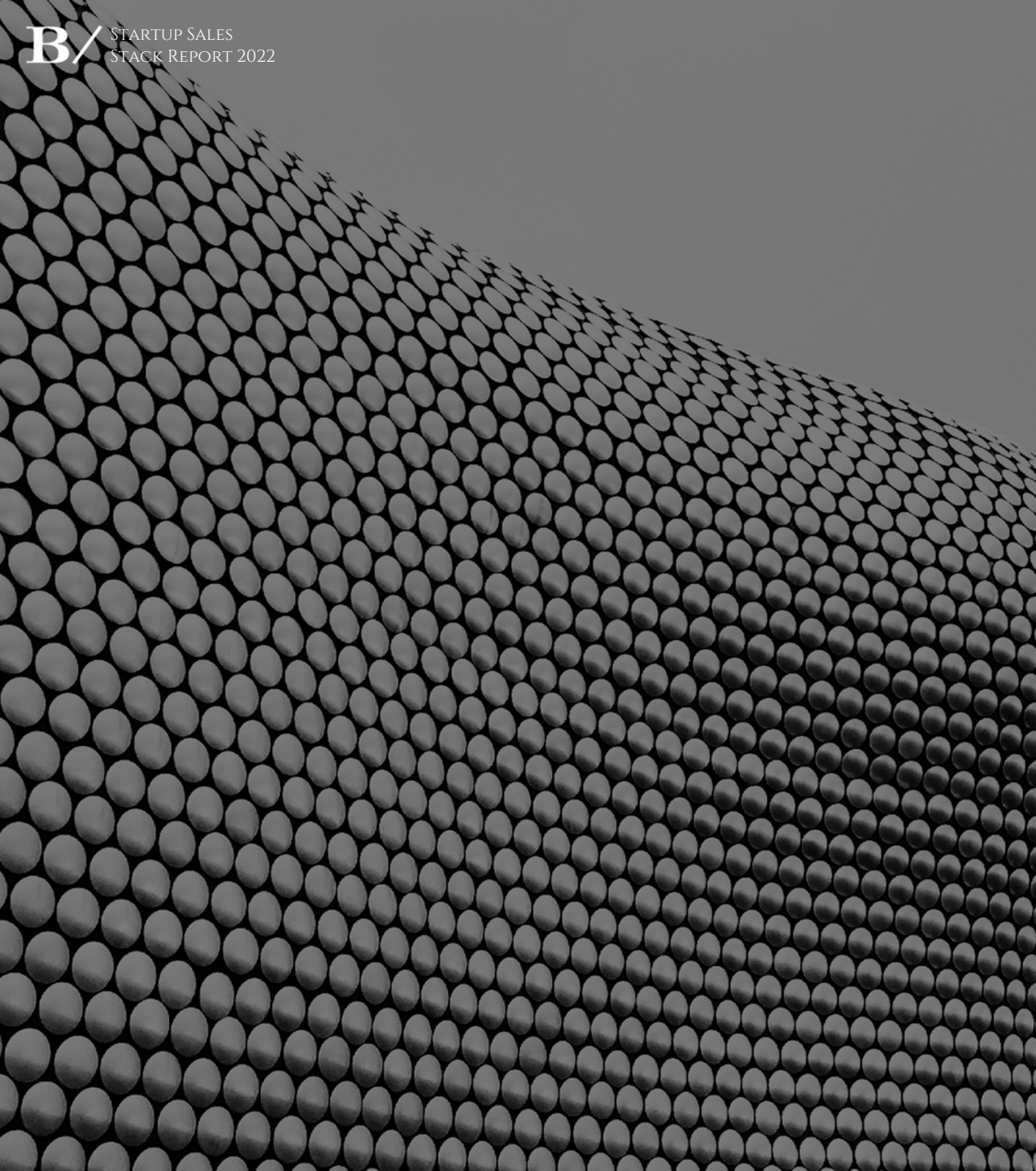
San Francisco, CA

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
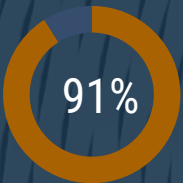
Overall Satisfaction
99%

Ease of Use
92%

Ease of Setup
91%

Quality of Support
94%
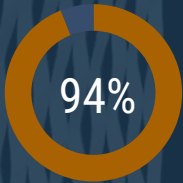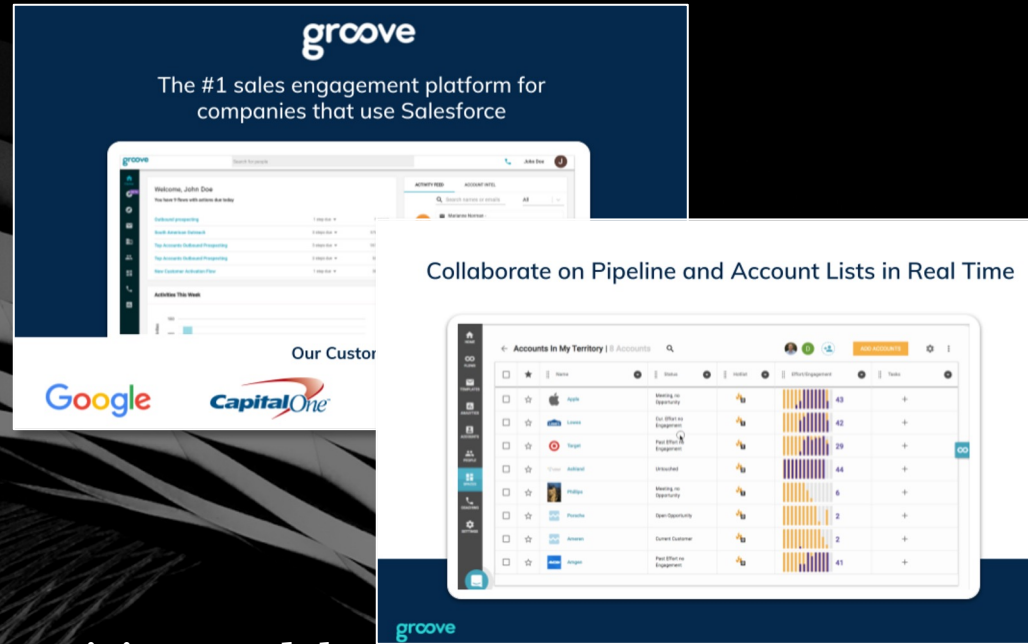
Pricing Model

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

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
13%	55%	32%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
86%	12%	<1%
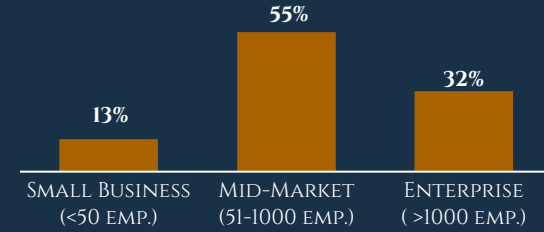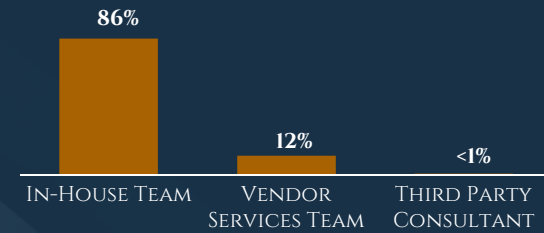
Average Time to Go Live (Months) **1.3**

Average Contract Term (Months) **3.5**

Estimated Payback (Months) **10.3**

Average User Adoption **68%**

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

82

Mixmax

Freshworks

San Francisco, CA

51-200 employees

Mixmax makes Gmail your 'workflow control center' so you win more deals, engage more customers and streamline recruiting processes.

www.mixmax.com | Twitter: @Mixmax

Overall Satisfaction
95%

Ease of Use
90%

Ease of Setup
90%

Quality of Support
90%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
51%	43%	4%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
97%	2%	<1%
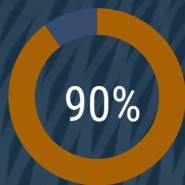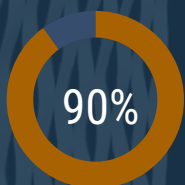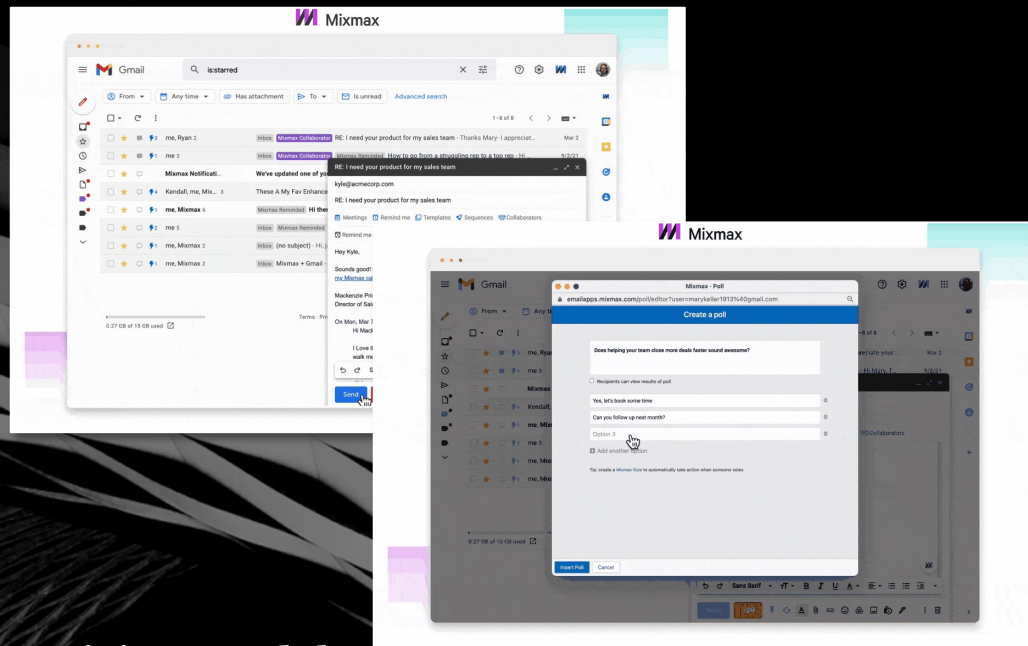
Pricing Model

Growth: $49 per user per month (billed annually)

Growth + Salesforce: $69 per user per month (billed annually)

Enterprise: Contact Mixmax for pricing

Reasons To Buy

- User friendly interface
- Integrates well with Google Workspace

Reasons To Pass

- Bad customer service and support
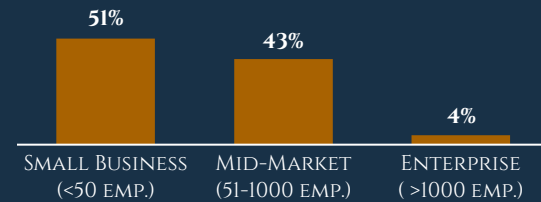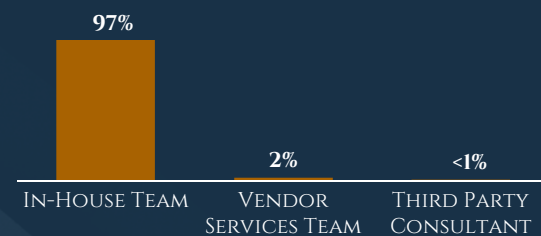
Average Time to Go Live (Months) — .05

Average Contract Term (Months) — 4.5

Estimated Payback (Months) — 9.7

Average User Adoption — 68%

[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	86
INTERCOM	87
ZOHO DESK	88
PODIUM	89
Tidio	90

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%
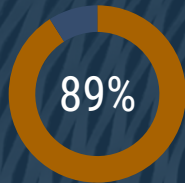
Ease of Setup
84%
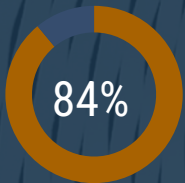
Quality of Support
87%
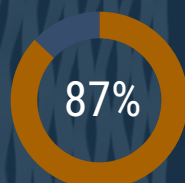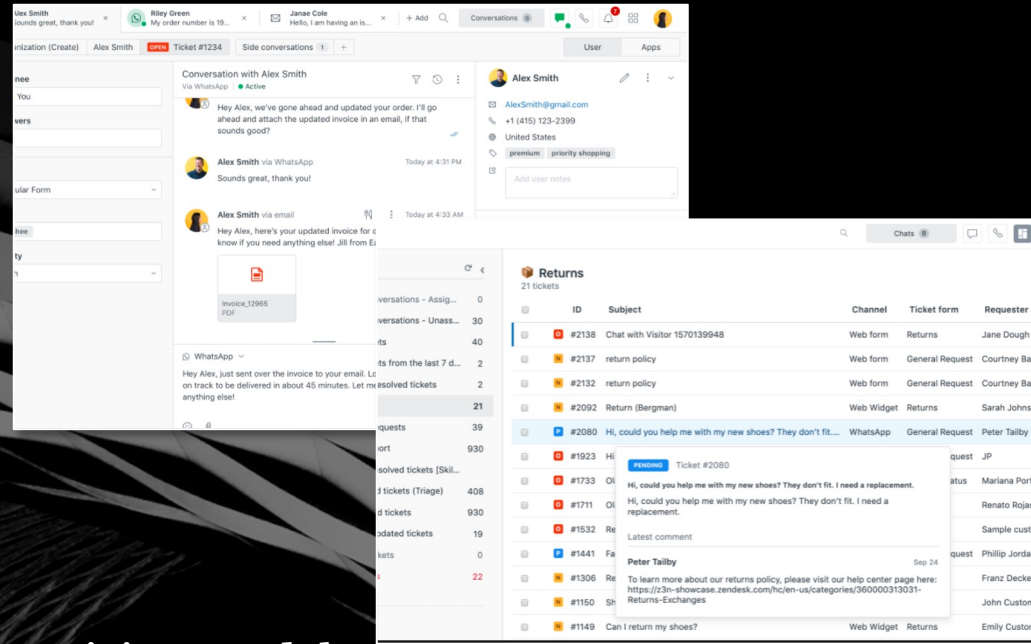
Pricing Model

- 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
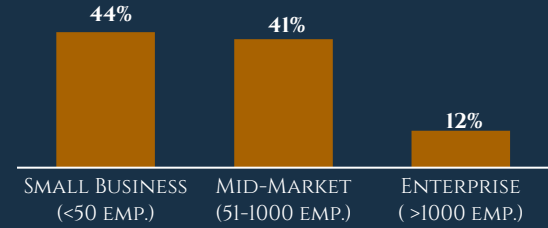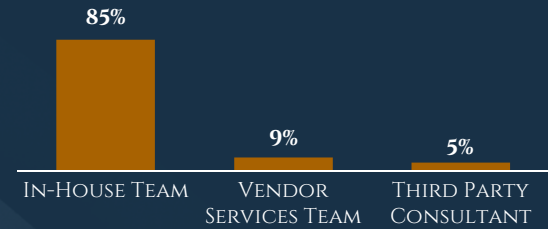
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
44%	41%	12%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	9%	5%

Average Time to Go Live (Months): **1.6**

Average Contract Term (Months): **7.7**

Estimated Payback (Months): **13.2**

Average User Adoption: **74%**

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%
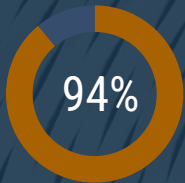
Ease of Use
90%
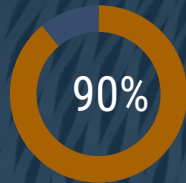
Ease of Setup
86%
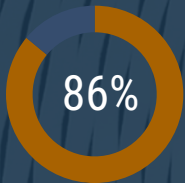
Quality of Support
87%
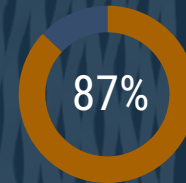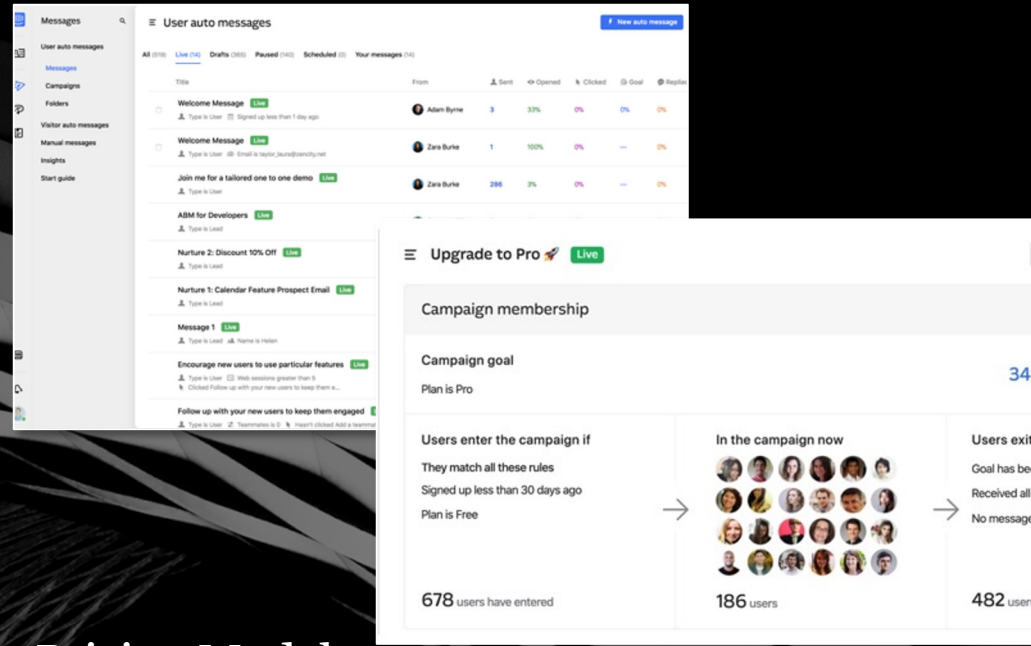
Pricing Model

- 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

- Small Business (<50 emp.): 66%
- Mid-Market (51-1000 emp.): 30%
- Enterprise (>1000 emp.): 4%

Implementation Method[1]

- In-House Team: 96%
- Vendor Services Team: 1%
- Third Party Consultant: 2%
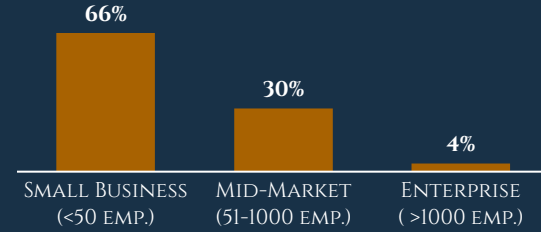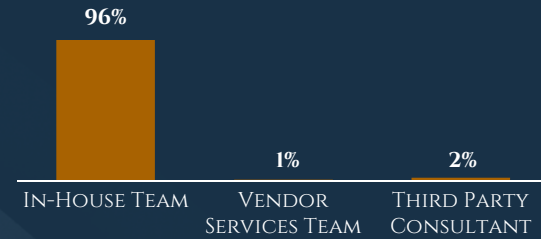
Average Time to Go Live (Months): 1.2

Average Contract Term (Months): 4.4

Estimated Payback (Months): 14.0

Average User Adoption: 75%

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

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

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
59%	33%	6%

Implementation Method[1]

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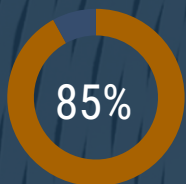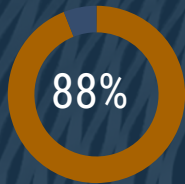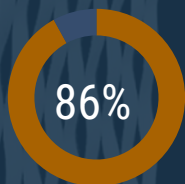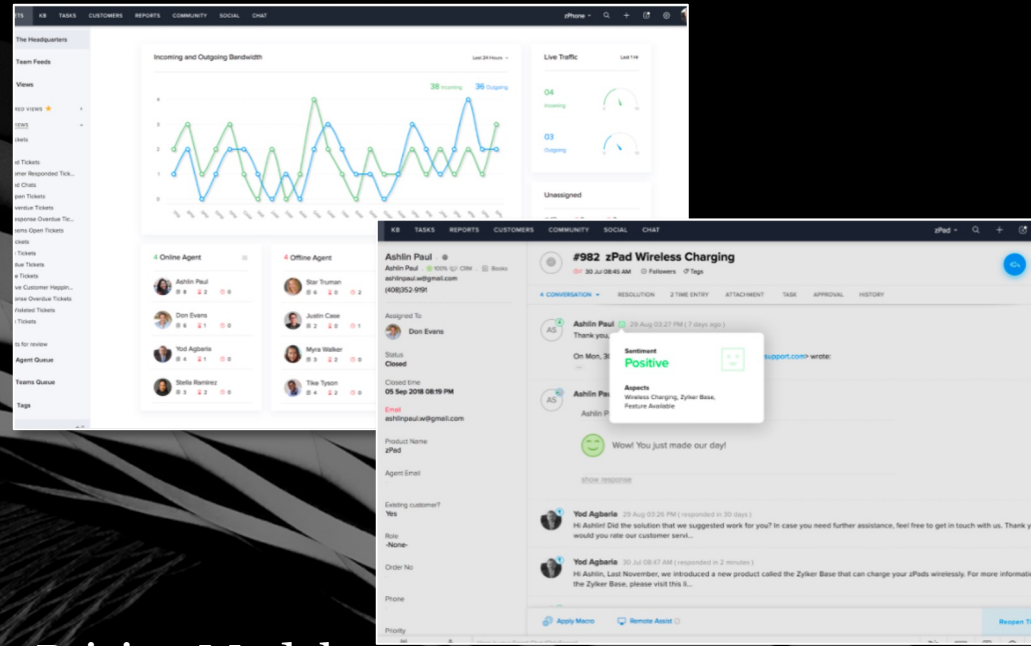
Pricing Model

- 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.
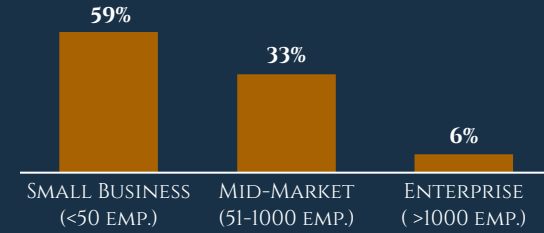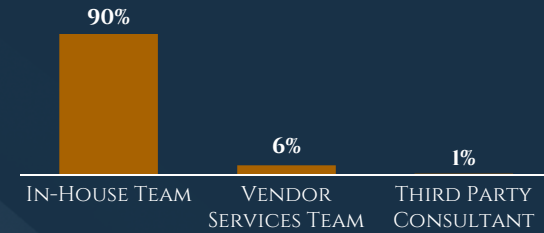
Average Time to Go Live (Months)
1.6

Average Contract Term (Months)
3.8

Estimated Payback (Months)
10.8

Average User Adoption
50%

Overall Satisfaction
93%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
86%

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

HubSpot Service Hub

HubSpot

Cambridge, MA

1,001-5,000 employees

Customer service software that makes it easy to manage and connect with customers, and truly help them succeed. You'll make customers happier, keep them longer, and grow your business faster. Service teams can show the value of their work and prove an actual return on investment platform

.www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
93%

Ease of Use
87%

Ease of Setup
83%
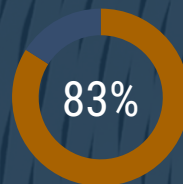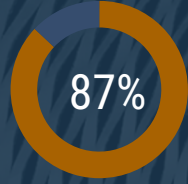
Quality of Support
89%
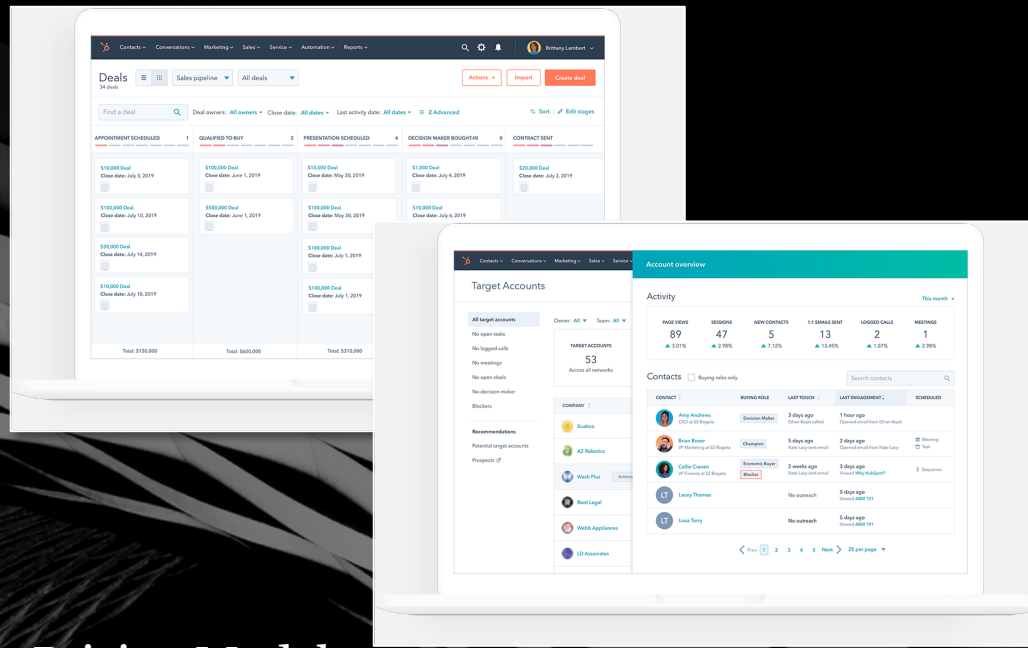
Pricing Model

Free HubSpot: $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[1]

SMALL BUSINESS (<50 EMP.)	MID-MARKET (51-1000 EMP.)	ENTERPRISE (>1000 EMP.)
62%	32%	5%

Implementation Method[1]

IN-HOUSE TEAM	VENDOR SERVICES TEAM	THIRD PARTY CONSULTANT
87%	7%	5%

Average Time to Go Live (Months) — 2.0

Average Contract Term (Months) — 12

Estimated Payback (Months) — 19.1

Average User Adoption — 68%

[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.
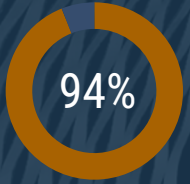
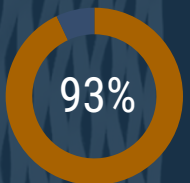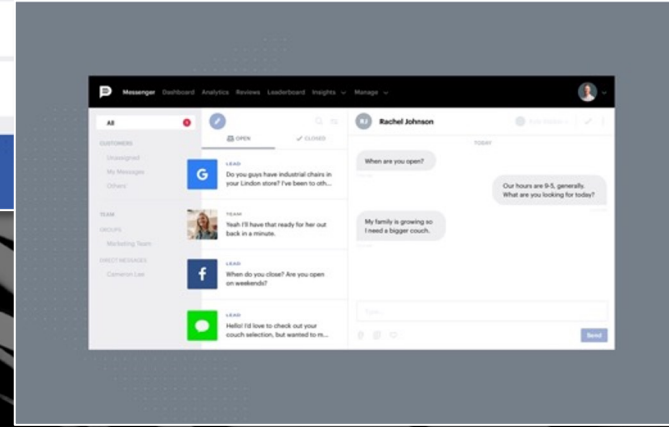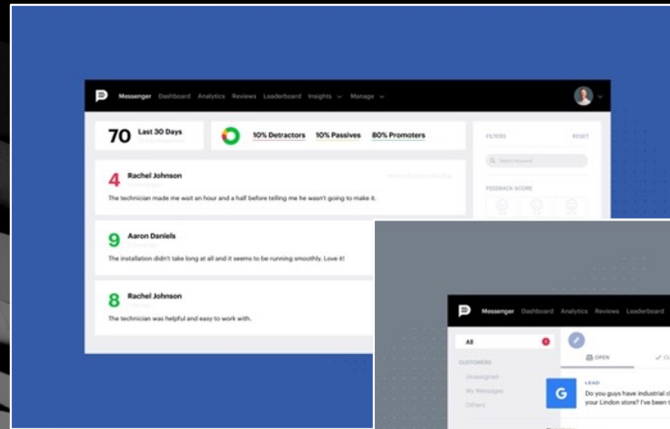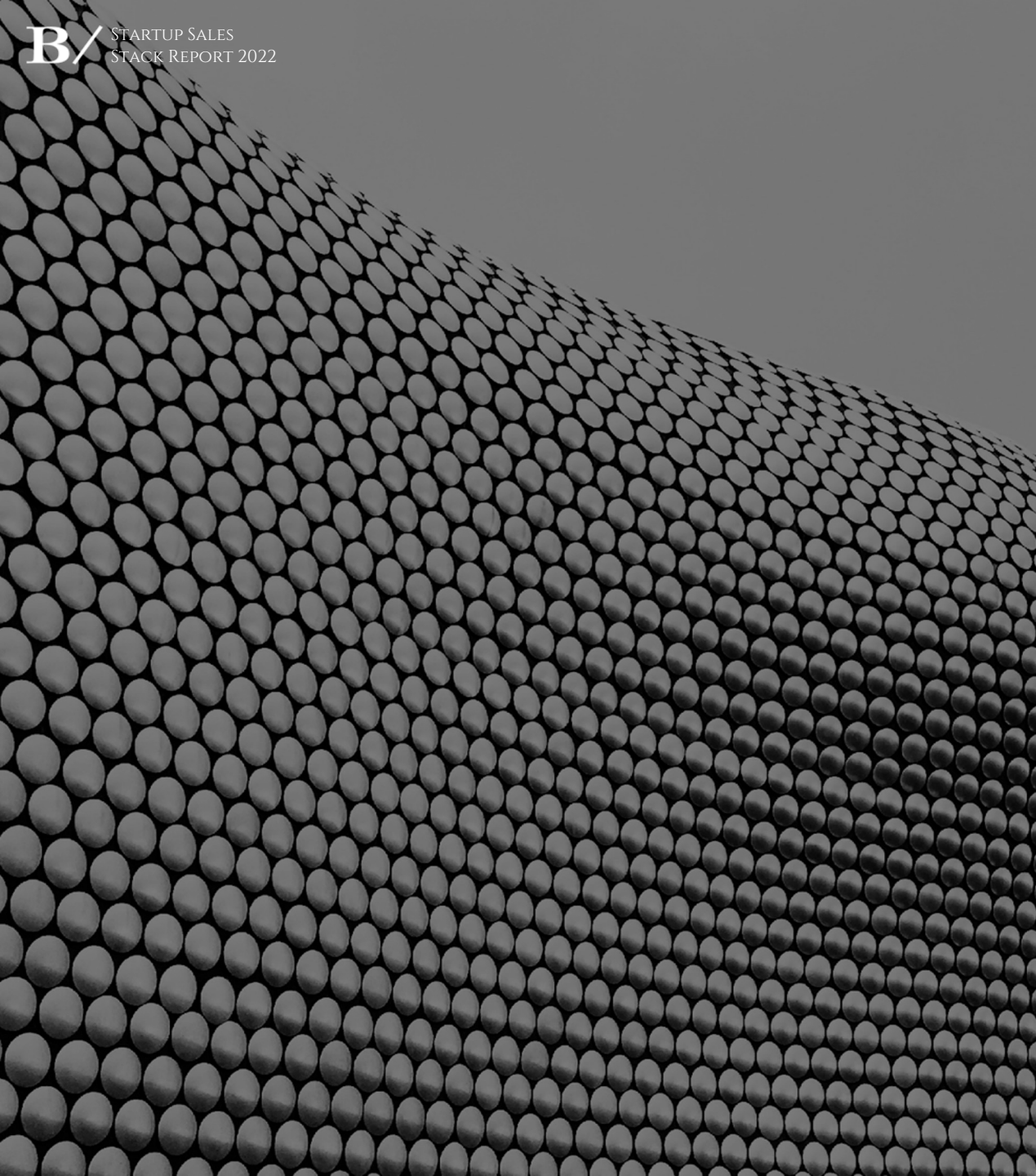www.podium.com | Twitter: @PodiumHQ

Overall Satisfaction
97%
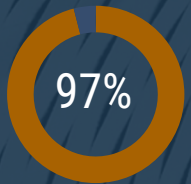
Ease of Use
94%

Ease of Setup
94%

Quality of Support
93%

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

Customer by Size

58%	40%	3%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

88%	11%	<1%
In-House Team	Vendor Services Team	Third Party Consultant
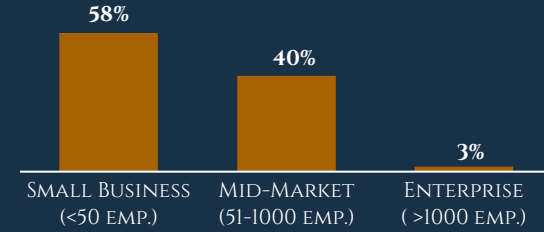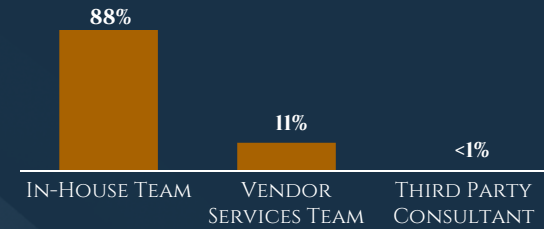
Average Time to Go Live (Months) — **0.9**

Average Contract Term (Months) — **7.2**

Estimated Payback (Months) — **11.9**

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 Revenue Cloud

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%

Configure a Product or Service with 100% Accuracy
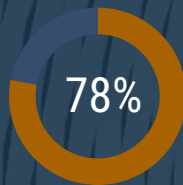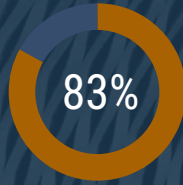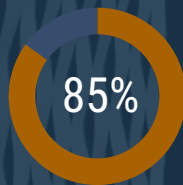
Pricing Model

- 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.)
27%	41%	29%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
59%	21%	20%
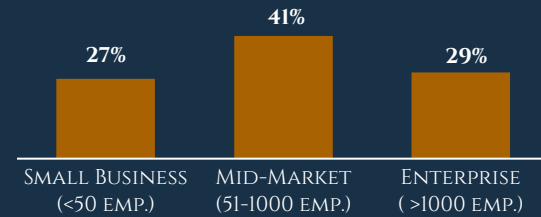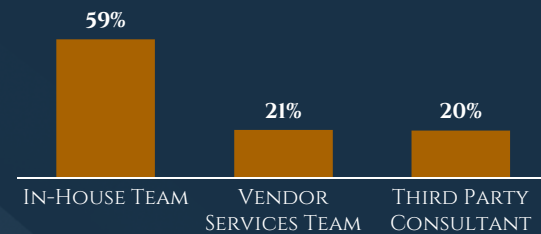
Average Time to Go Live (Months) — 4.1

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.

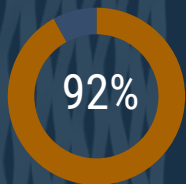www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
95%

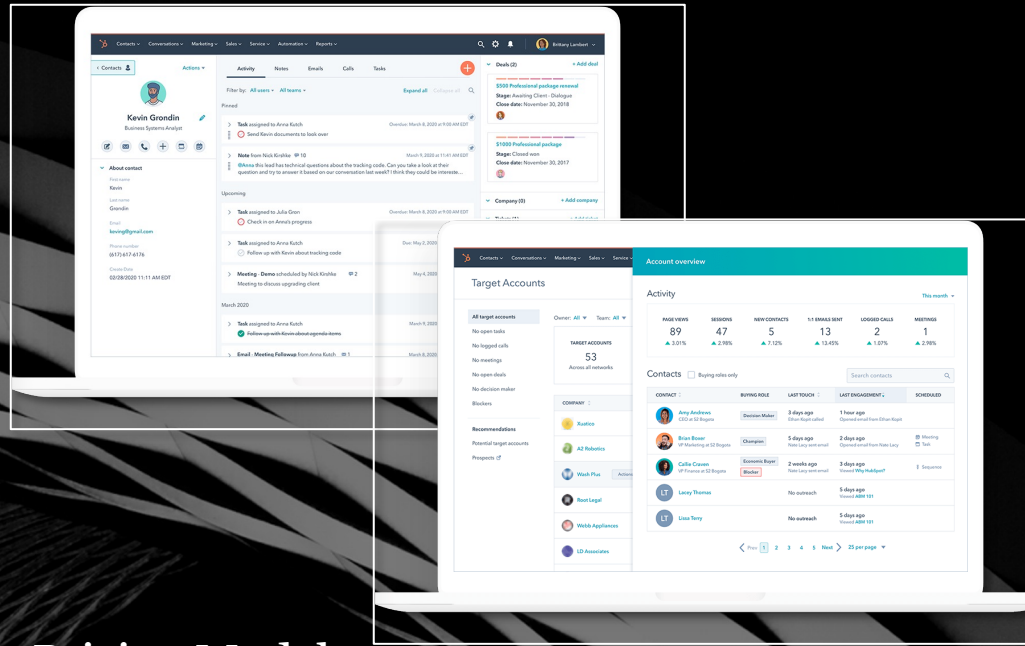## Ease of Use
93%

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

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
53%	37%	8%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
90%	9%	<1%

Average Time to Go Live (Months)	1.3
Average Contract Term (Months)	10.9
Estimated Payback (Months)	19.6
Average User Adoption	82%

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

94

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.
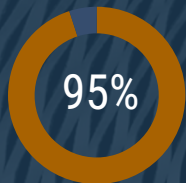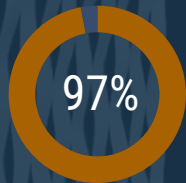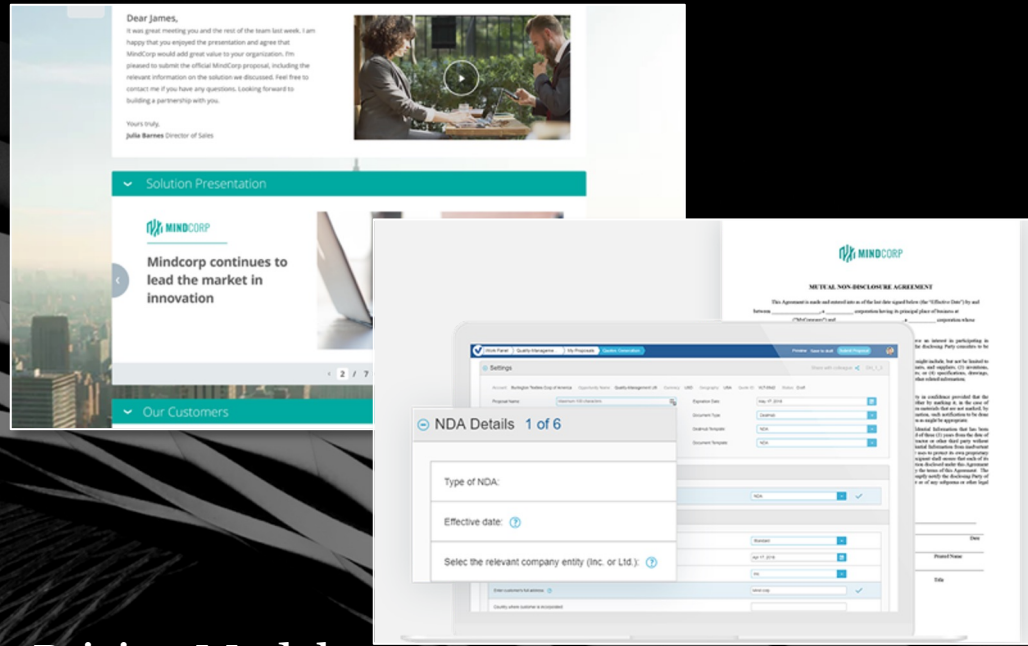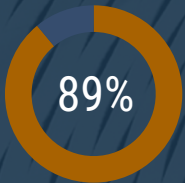
www.dealhub.io | Twitter: @DealHubIO

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.): 23%
- Mid-Market (51-1000 emp.): 63%
- Enterprise (>1000 emp.): 11%

Implementation Method[1]

- In-House Team: 62%
- Vendor Services Team: 34%
- Third Party Consultant: 2%
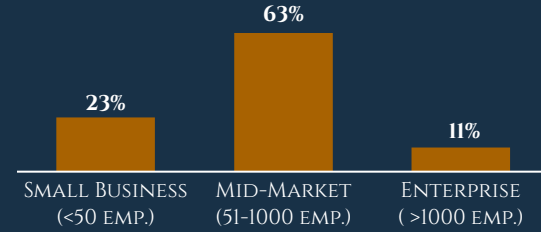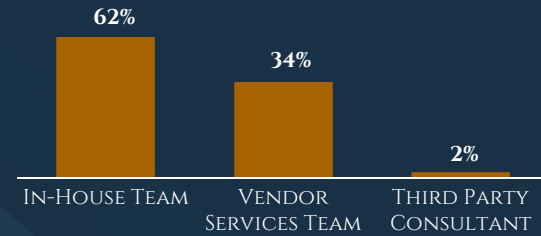
Average Time to Go Live (Months) — 2.8

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.

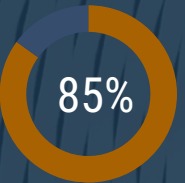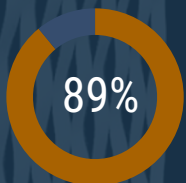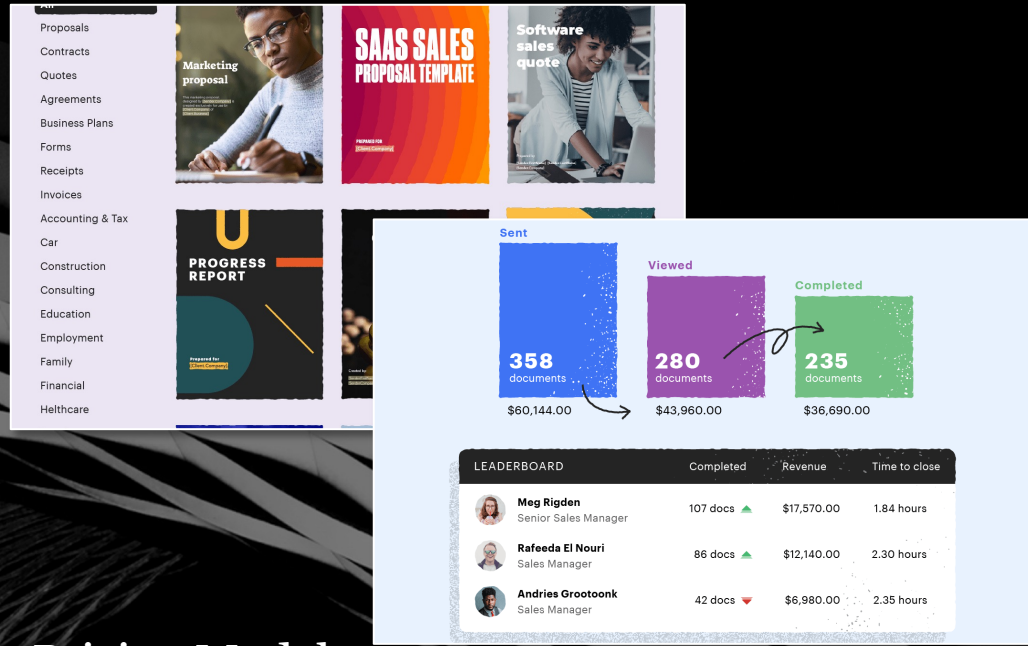www.pandadoc.com | Twitter: @pandadoc
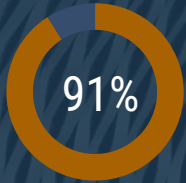
Overall Satisfaction
89%

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: 89%
- Vendor Services Team: 5%
- Third Party Consultant: 5%

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
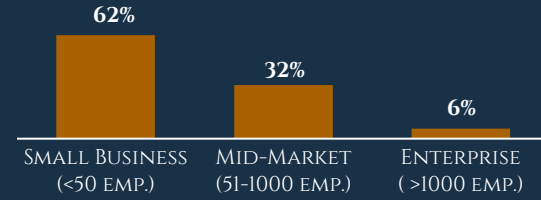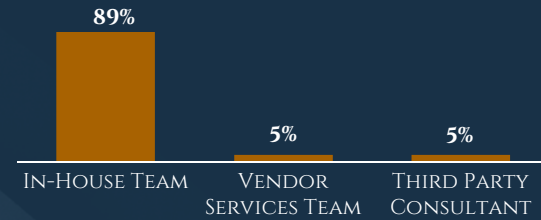
Average Time to Go Live (Months): 1.1

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

Proposify

Proposify.biz
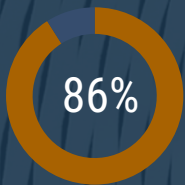
Halifax, Canada

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.

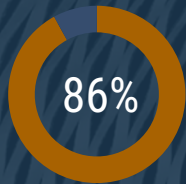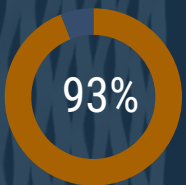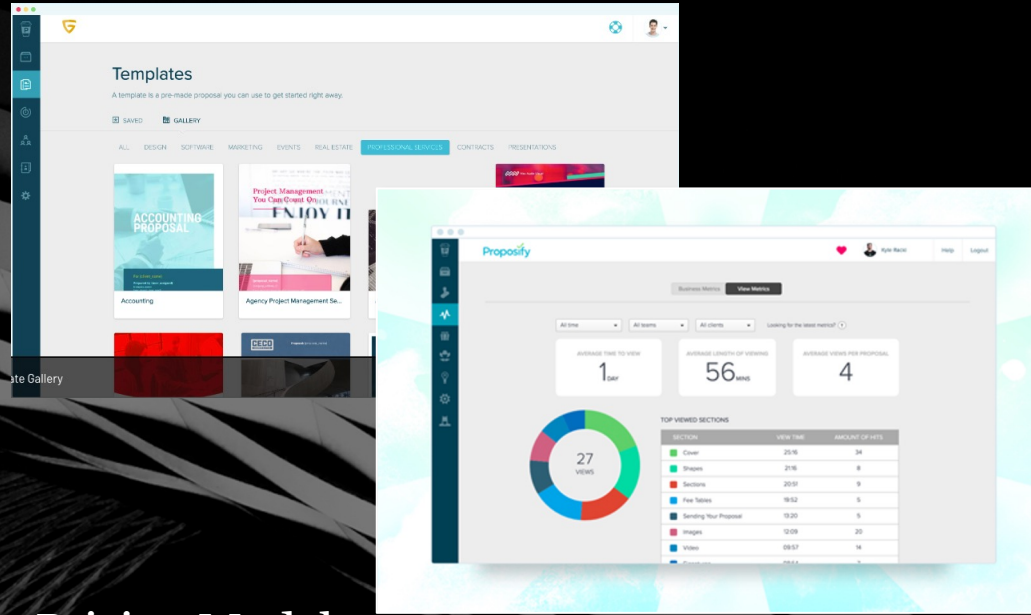www.proposify.com | Twitter: @proposify

Overall Satisfaction
89%

Ease of Use
86%

Ease of Setup
86%

Quality of Support
93%

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

- Small Business (<50 emp.): 83%
- Mid-Market (51-1000 emp.): 14%
- Enterprise (>1000 emp.): 2%

Implementation Method[1]

- In-House Team: 94%
- Vendor Services Team: 5%
- Third Party Consultant: <1%

Average Time to Go Live (Months): 0.2

Average Contract Term (Months): 10.9

Estimated Payback (Months): 5.5

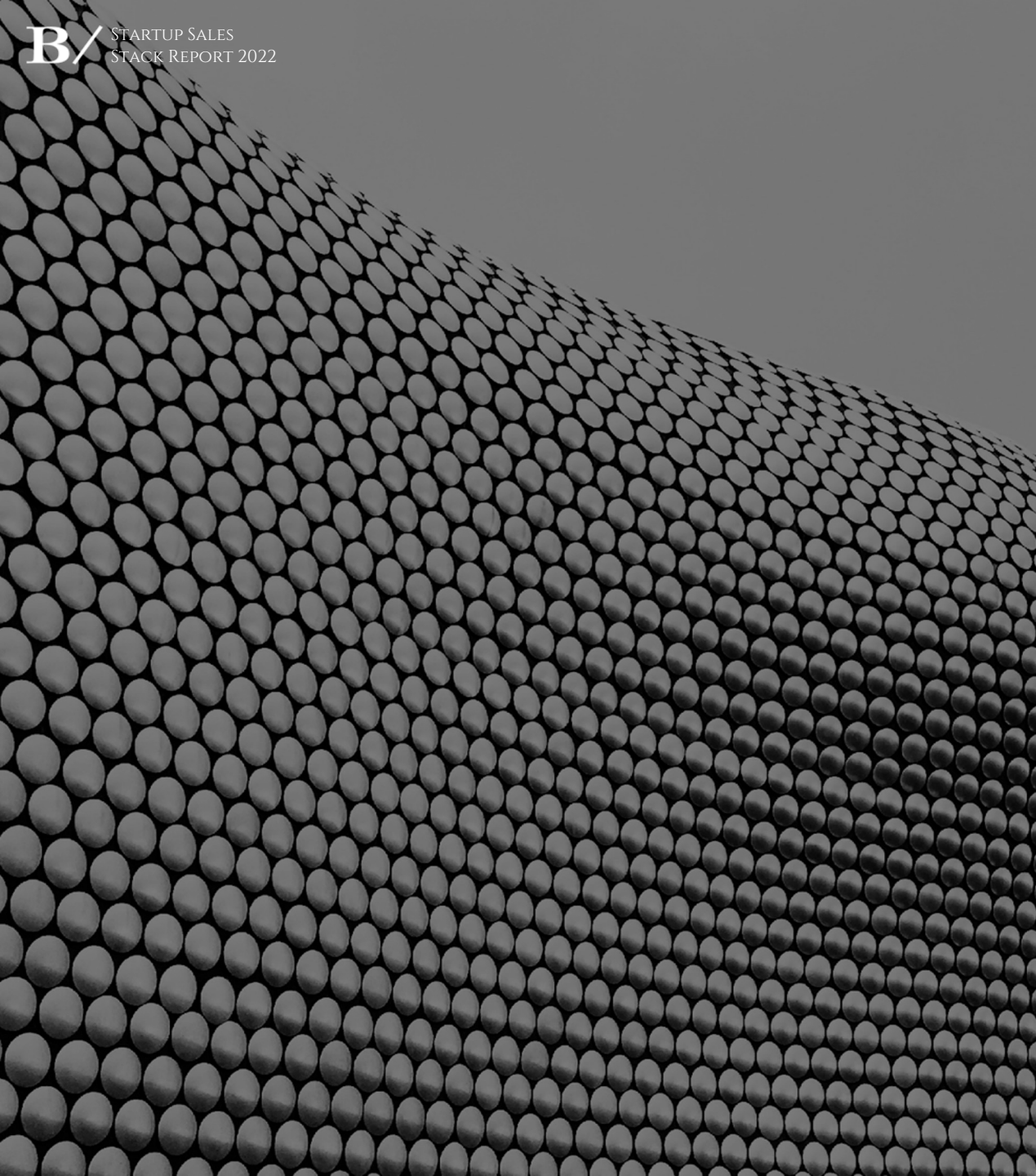Average User Adoption: 79%

[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.

13

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

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.

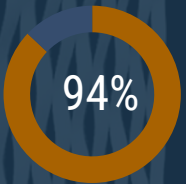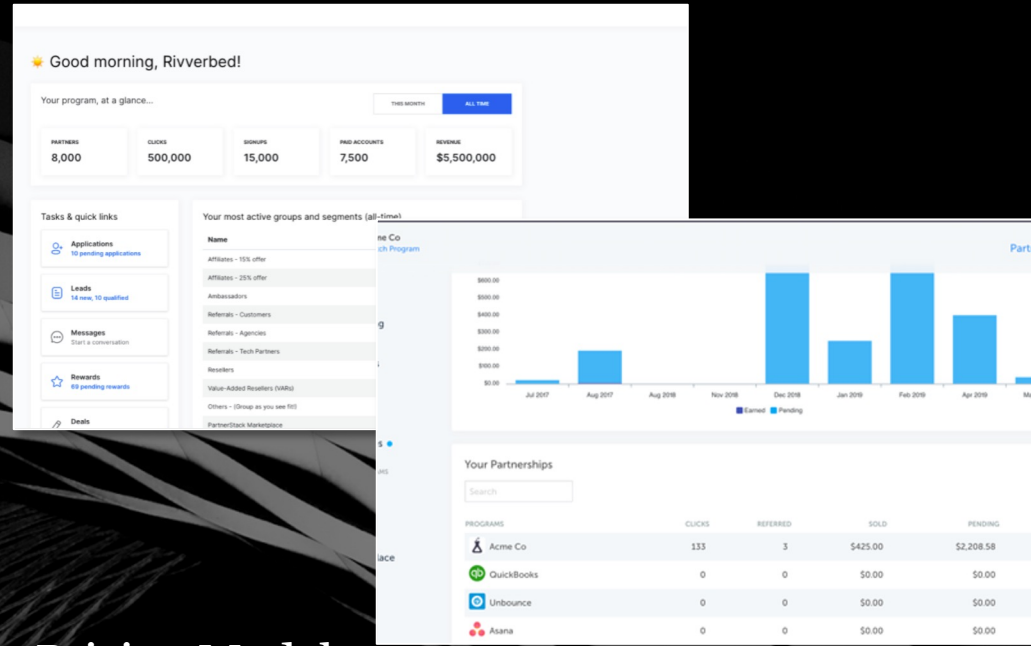www.partnerstack.com | Twitter: @PartnerStack

Overall Satisfaction
93%

Ease of Use
94%

Ease of Setup
91%
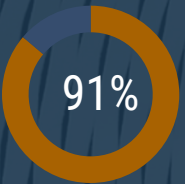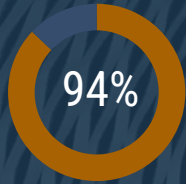
Quality of Support
94%

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

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
67%	23%	8%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
88%	10%	2%
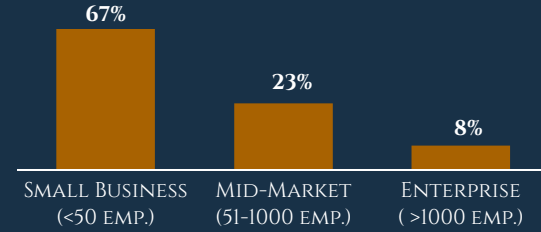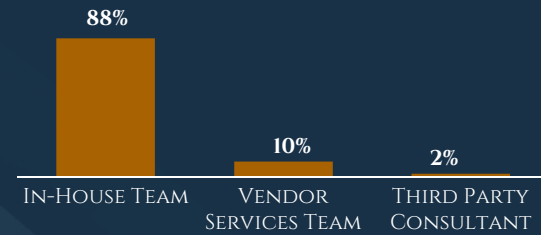
Average Time to Go Live (Months) — 1.8

Average Contract Term (Months) — 1.3

Estimated Payback (Months) — 8.1

Average User Adoption — 53%

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

100

Impact

Impact.com

Santa Barbara, CA

1,000 + employees

Impact.com, the leading global partnership management platform has been transforming the way enterprises discover and manage all types of partnerships, including affiliates, influencers, commerce content publishers, B2B, and more – the purpose build platform helps businesses, brands, publishers, and agencies to build authentic, enduring and rewarding relationships with publishers and consumers.
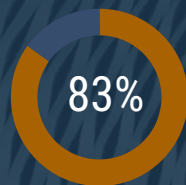
www.Impact.com | Twitter: @impactdotcom

Overall Satisfaction
86%
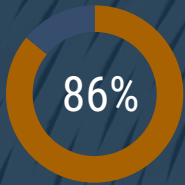
Ease of Use
83%

Ease of Setup
80%
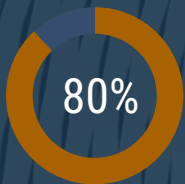
Quality of Support
88%
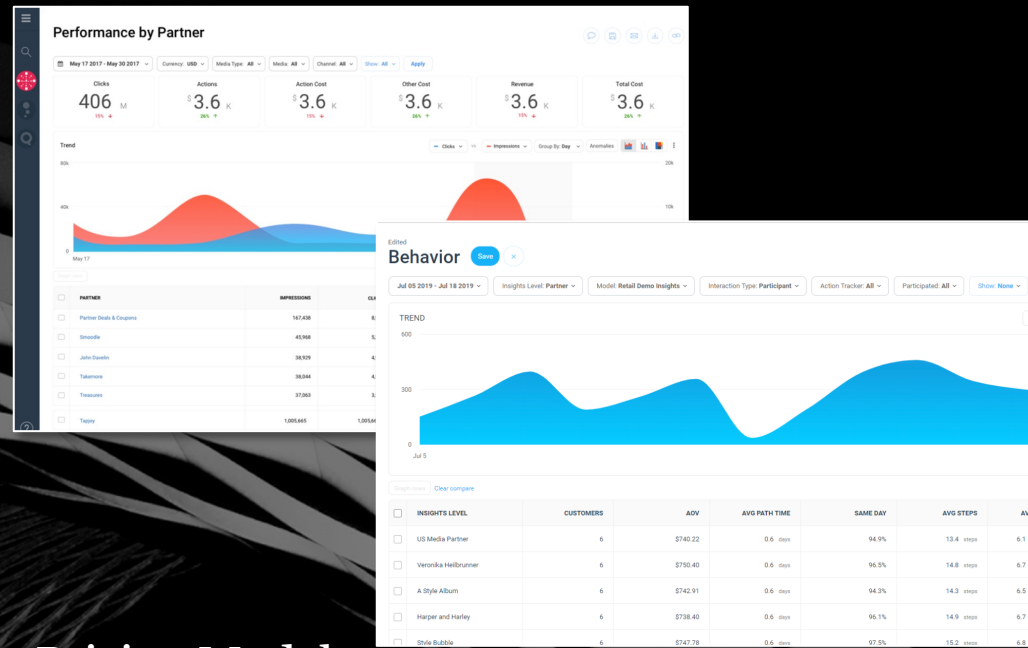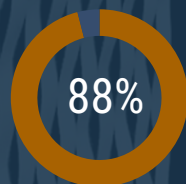
Pricing Model

- Impact.com has not provided pricing information. Contact Impact.com to obtain current pricing

Reasons To Buy

- Strong and flexible reporting capabilities
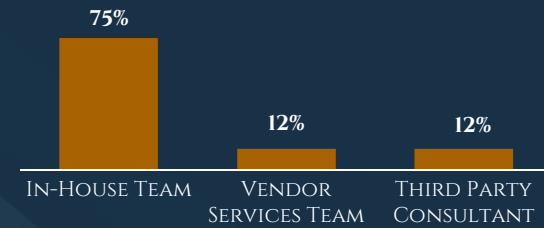- Responsive customer support and service

Reasons To Pass

- Custom integrations can be difficult to setup

Customer by Size

57%	31%	8%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

75%	12%	12%
In-House Team	Vendor Services Team	Third Party Consultant
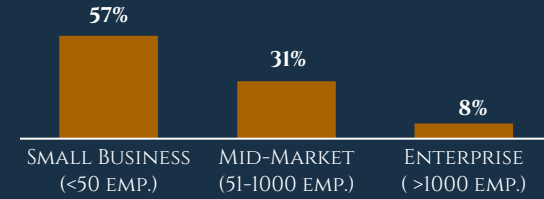
Average Time to Go Live (Months) **2.2**

Average Contract Term (Months) **1.9**

Estimated Payback (Months) **12.4**

Average User Adoption **66%**
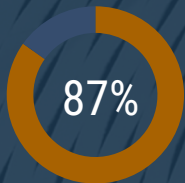
101

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.
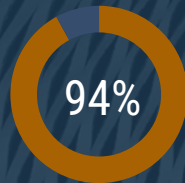
www.zinfi.com | Twitter: @ZINFITech
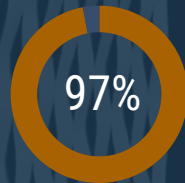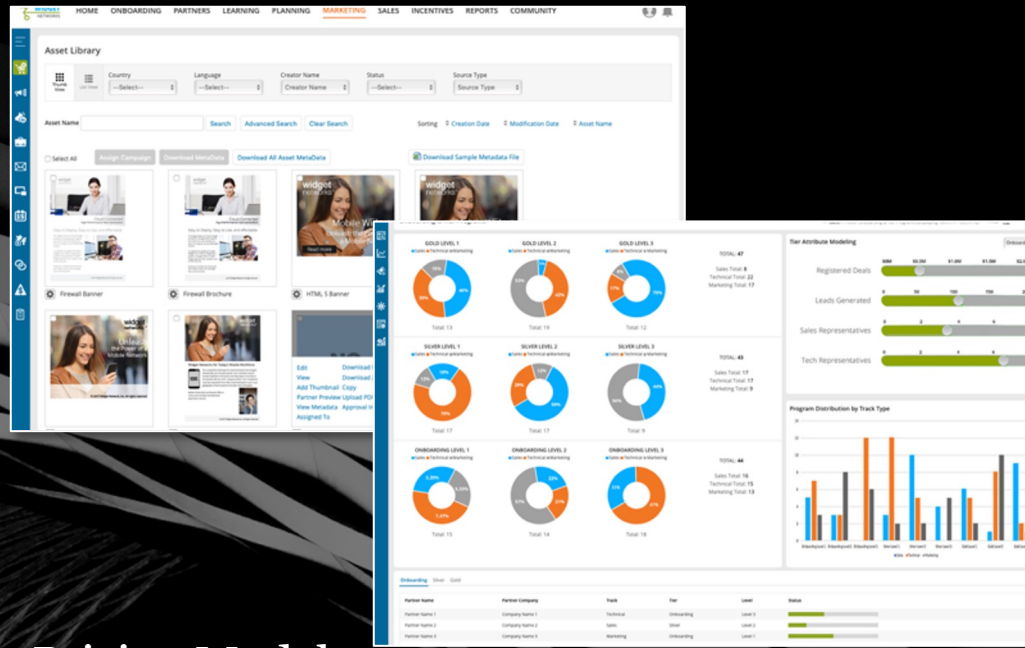
Overall Satisfaction
87%

Ease of Use
94%

Ease of Setup
92%

Quality of Support
97%

Customer by Size

- Small Business (<50 emp.): 58%
- Mid-Market (51-1000 emp.): 27%
- Enterprise (>1000 emp.): 13%

Implementation Method[1]

- In-House Team: 42%
- Vendor Services Team: 9%
- Third Party Consultant: 48%

Pricing Model

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

Reasons To Buy

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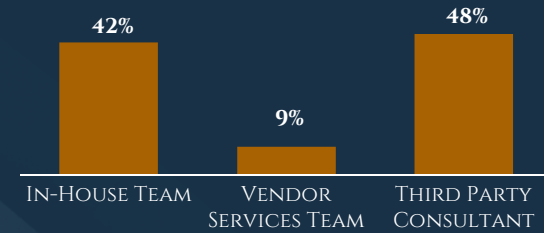- Support is effective in solving any challenge that could arise

Reasons To Pass

- Options for customization are limited
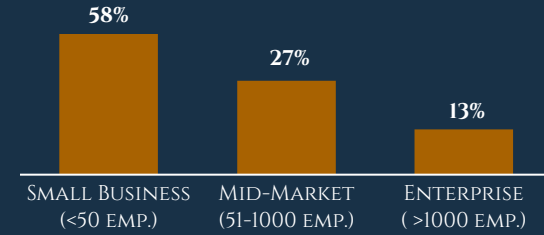
Average Time to Go Live (Months)	2.5
Average Contract Term (Months)	.3
Estimated Payback (Months)	8.4
Average User Adoption	50%

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
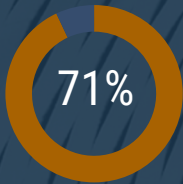
102

Impartner PRM

Impartner PRM

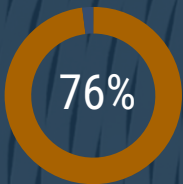South Jordan UT

200 - 500 employees

Impartner helps companies worldwide manage their relationships with distributors, resellers, and channel partners, drive demand and accelerate revenue through indirect sales ecosystems
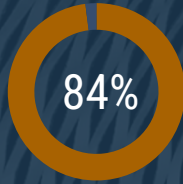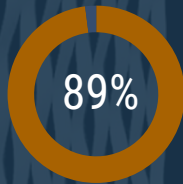
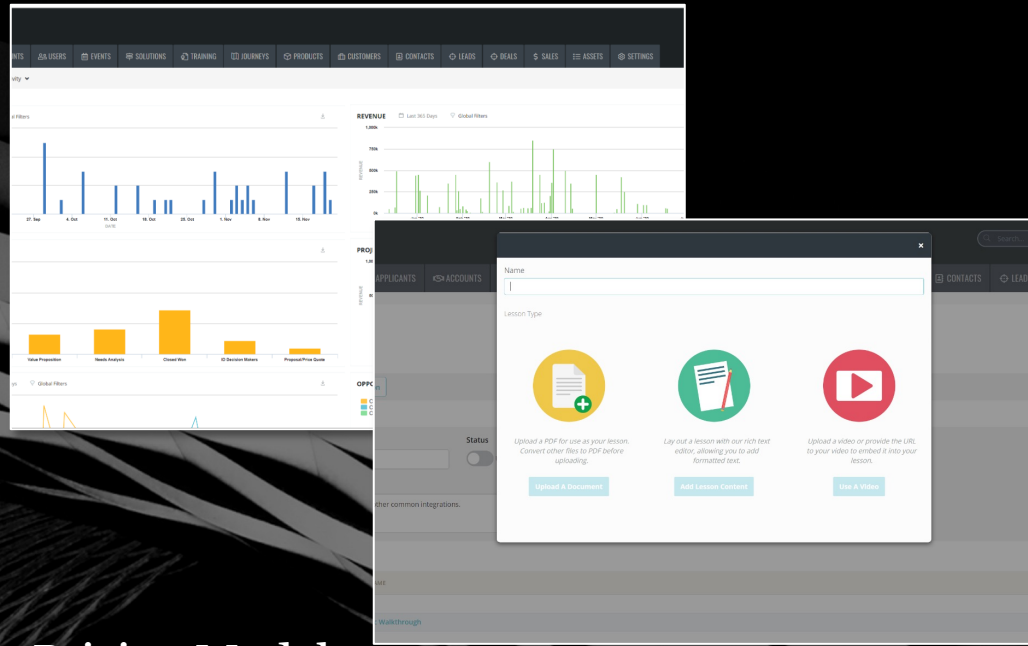www.impartner.com | Twitter: @impartnerprm

Customer by Size

15%	52%	38%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

66%	19%	14%
In-House Team	Vendor Services Team	Third Party Consultant

Overall Satisfaction
71%

Ease of Use
84%

Ease of Setup
76%

Quality of Support
89%

Pricing Model

- Pricing starts at $2,000 with module add-ons available

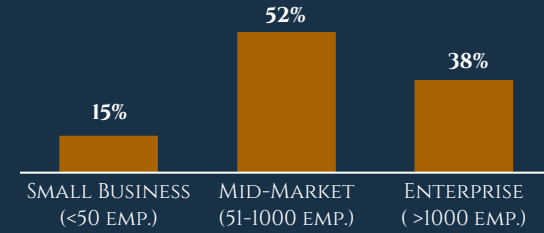## Reasons To Buy

- Role-based permissions
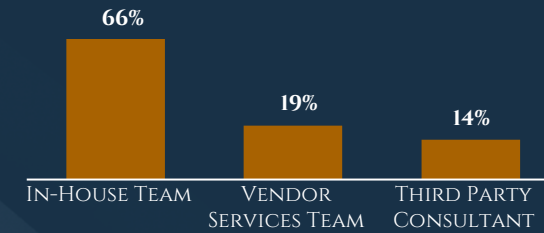- Individual portals
- Highly rated support

Reasons To Pass

- Shared calendar functionality is limited

Average Time to Go Live (Months) — 4.7

Average Contract Term (Months) — 5.2

Estimated Payback (Months) — 17%

Average User Adoption — 54%

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

Zift Solutions
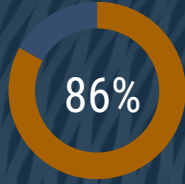
Zift Solutions

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.
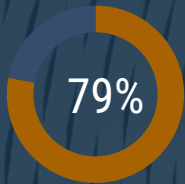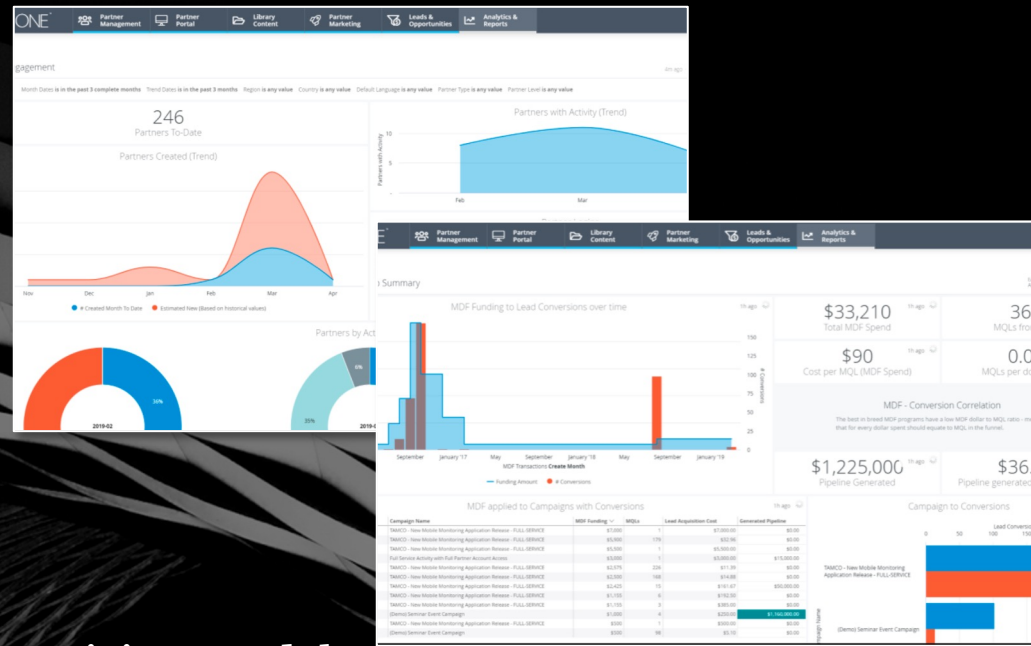
www.ziftsolutions.com | Twitter: @zift

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
34%	39%	24%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
61%	33%	4%

Pricing Model

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

Average Time to Go Live (Months)	**5.4**
Average Contract Term (Months)	**2.6**
Estimated Payback (Months)	**22.4**
Average User Adoption	**41%**

Overall Satisfaction
79%

Ease of Use
86%

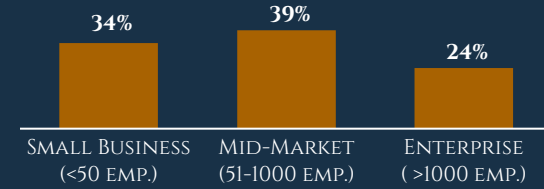### Ease of Setup
79%

Quality of Support
90%

Reasons To Buy

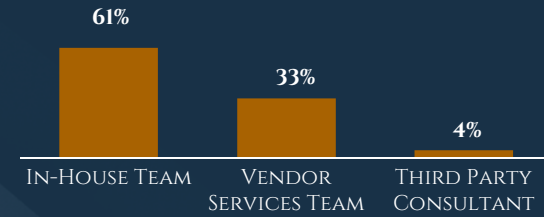- Great social media functionality.
- Ability to personalize campaigns.

Reasons To Pass

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

[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: Outreach, CaptivateIQ, Ambition, Spiff, Groove

14
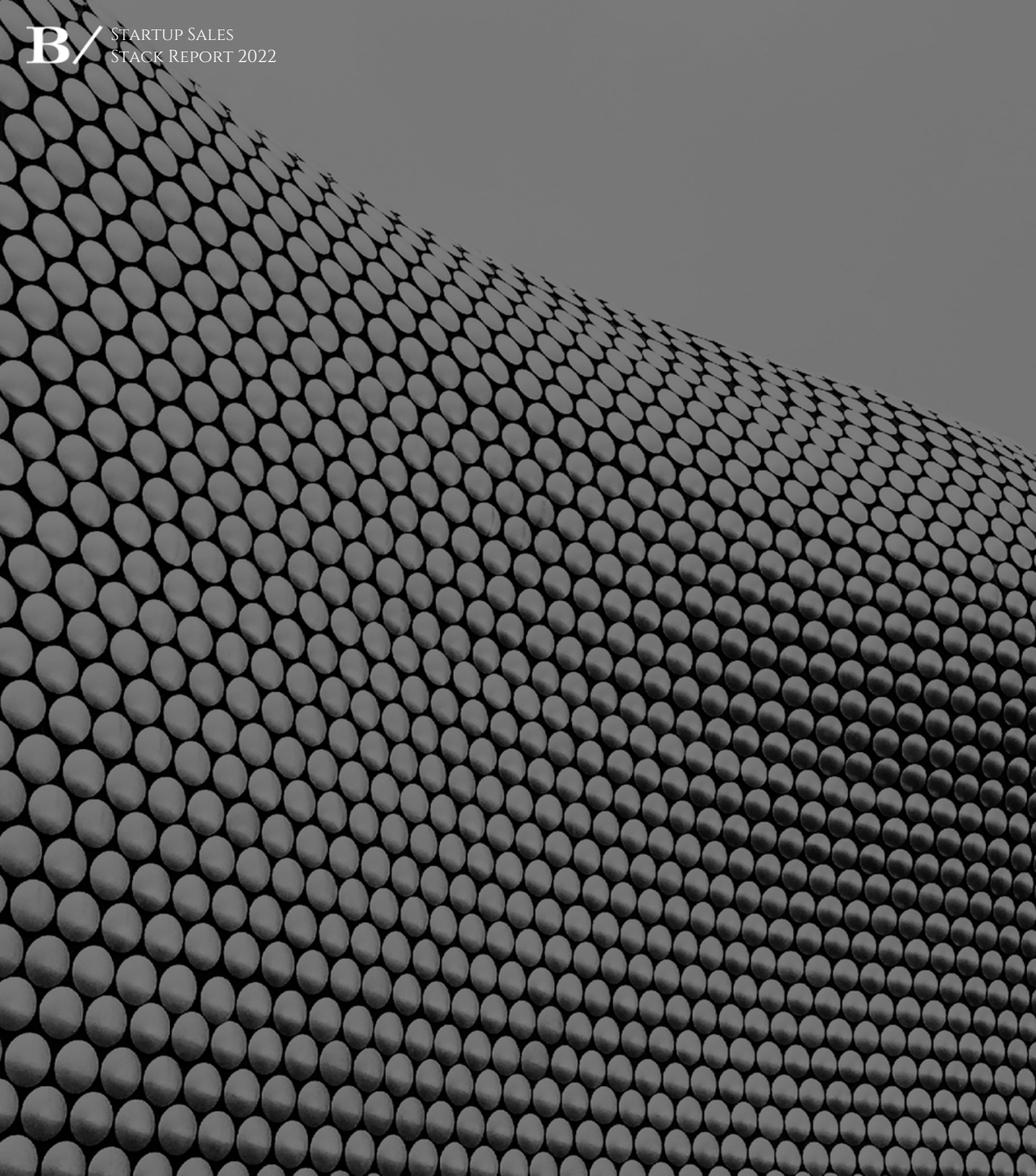
Observations on Sales Performance Management and Criteria for Inclusion

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
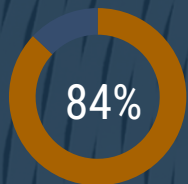
5,001-10,000 employees

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.
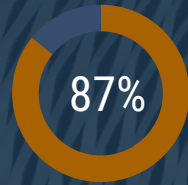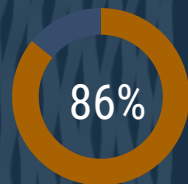
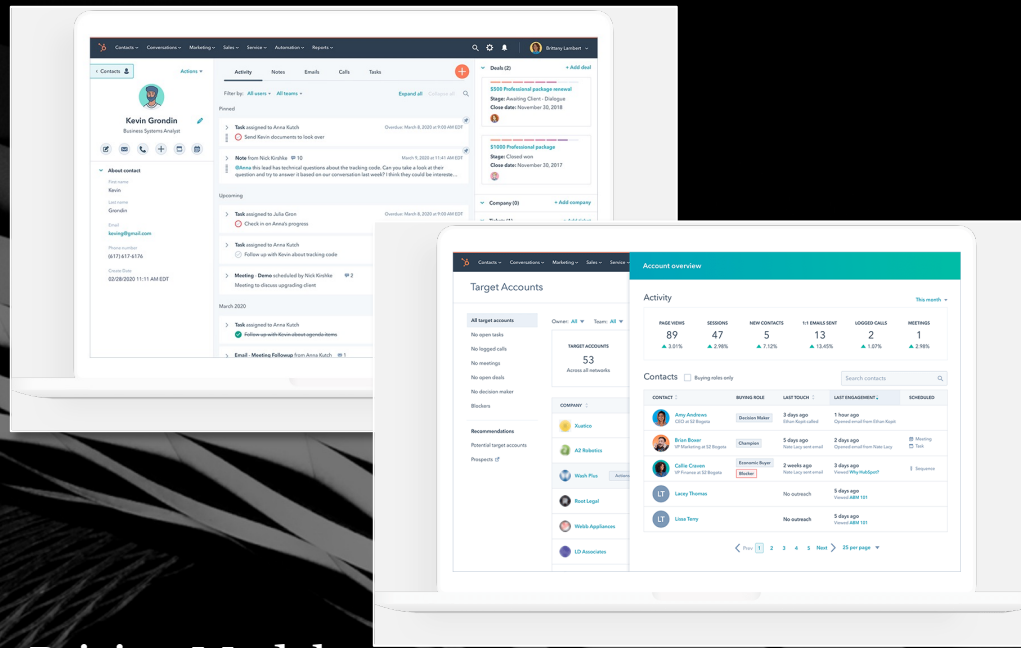www.hubspot.com | Twitter: @hubspot

Overall Satisfaction
94%

Ease of Use
87%

Ease of Setup
84%

Quality of Support
86%

Pricing Model

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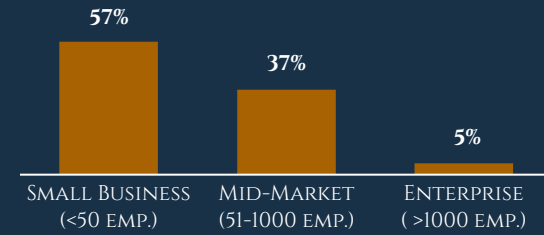- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

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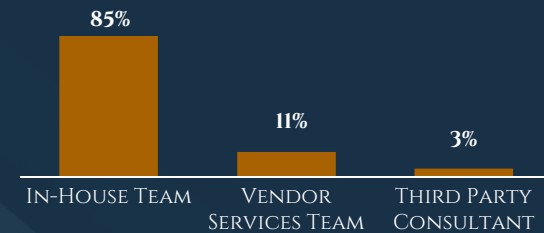- It is possible to receive direct support from Hubspot through the "chat support" feature

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.)
57%	37%	5%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
85%	11%	3%

Average Time to Go Live (Months) — 1

Average Contract Term (Months) — 12

Estimated Payback (Months) — 14.6

Average User Adoption — 75%

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

SalesLoft
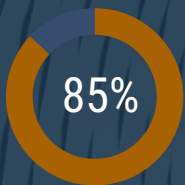
SalesLoft

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.

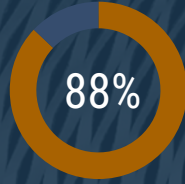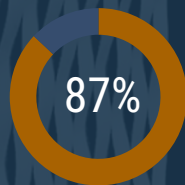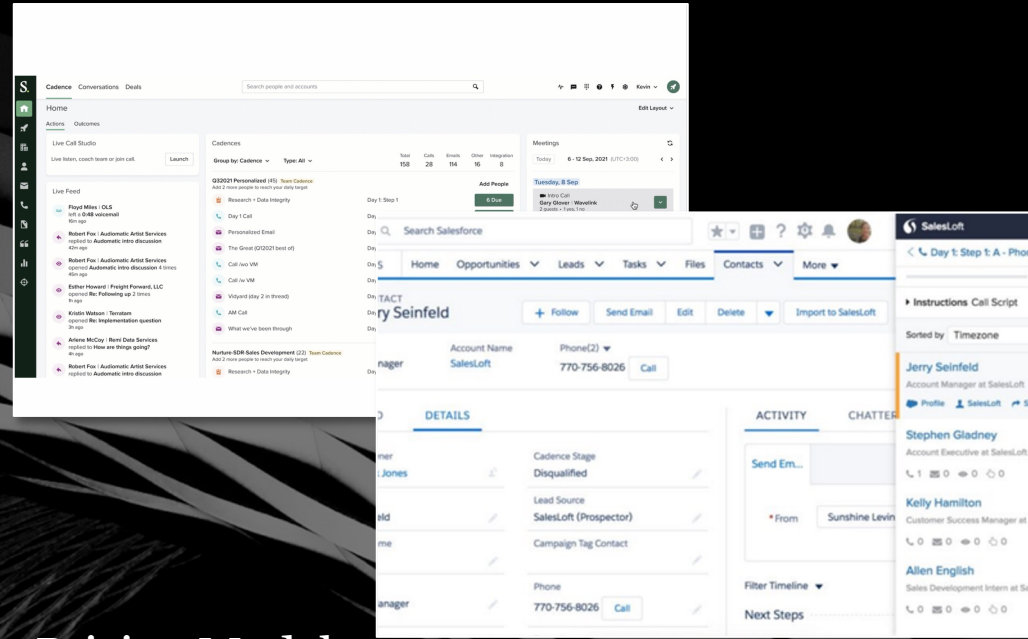www.salesloft.com | Twitter: @salesloft

Overall Satisfaction
93%

Ease of Use
88%

Ease of Setup
85%

Quality of Support
87%

Customer by Size

- Small Business (<50 emp.): 27%
- Mid-Market (51-1000 emp.): 53%
- Enterprise (>1000 emp.): 18%

Implementation Method[1]

- In-House Team: 81%
- Vendor Services Team: 13%
- Third Party Consultant: 5%

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

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

Estimated Payback (Months) — **11.7**

Average User Adoption — **81%**

Pricing Model

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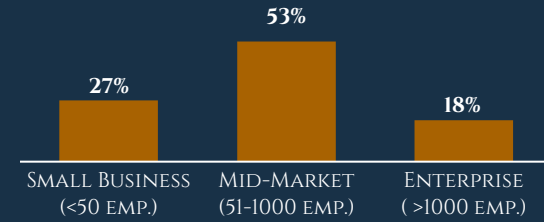
Reasons To Buy

- 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.)
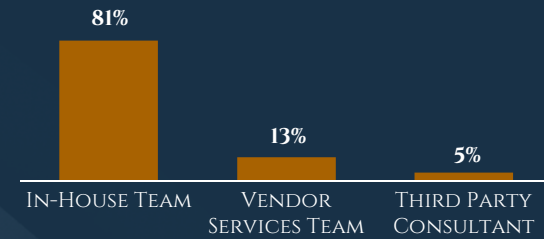
Reasons To Pass

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

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
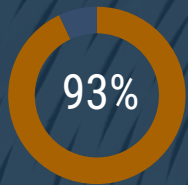
108

Mindtickle
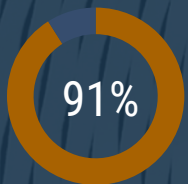
Mindtickle

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.
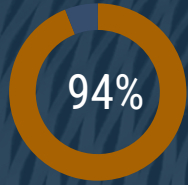
www.mindtickle.com | Twitter: @mindtickle
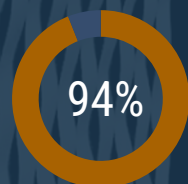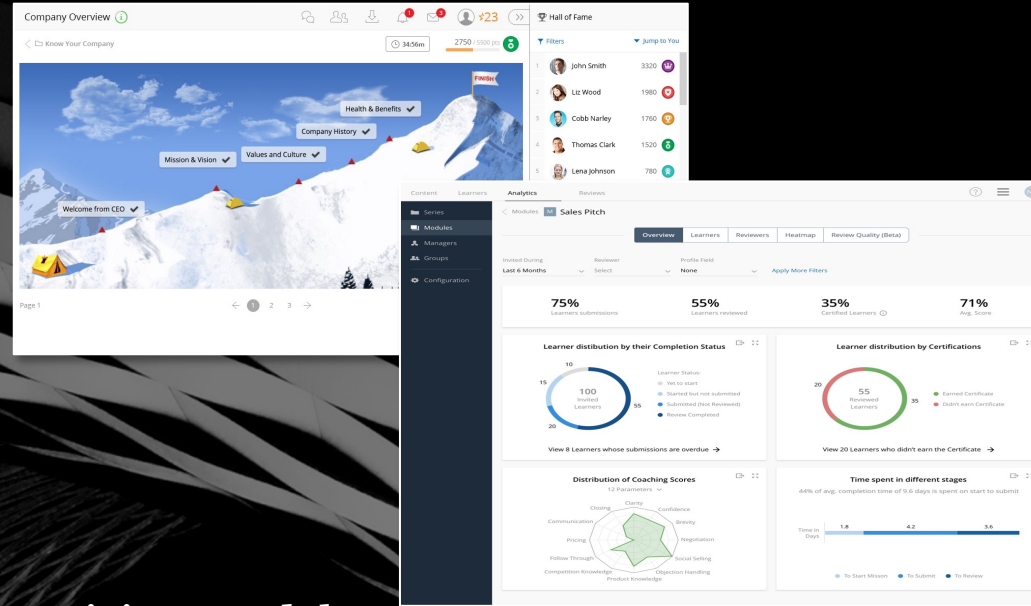
Overall Satisfaction
93%

Ease of Use
94%

Ease of Setup
91%

Quality of Support
94%

Pricing Model

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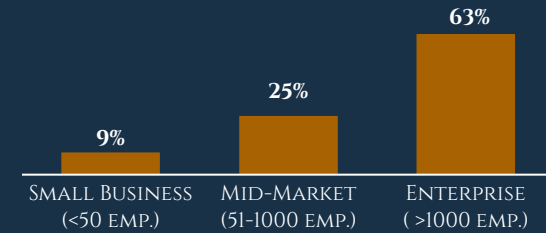
Reasons To Buy

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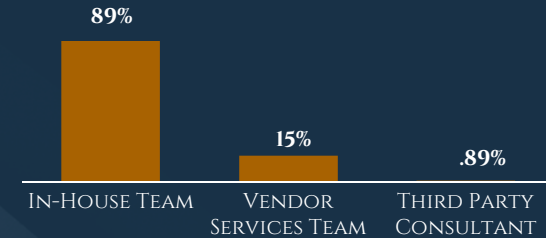- Responsive and helpful customer care
- Mobile-friendly

Reasons To Pass

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

Customer by Size

Small Business (<50 emp.) 9%
Mid-Market (51-1000 emp.) 25%
Enterprise (>1000 emp.) 63%

Implementation Method[1]

In-House Team 89%
Vendor Services Team 15%
Third Party Consultant .89%

Average Time to Go Live (Months) 1.2

Average Contract Term (Months) 12.1

Estimated Payback (Months) 17.3

Average User Adoption 74%

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

109

monday.com

monday.com
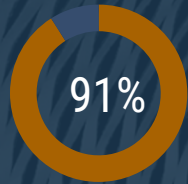
Tel Aviv, Israel

1,0001-5000 employees

monday sales CRM lets you control your entire sales funnel and close deals faster by automating manual work and streamlining sales activities from A-Z.
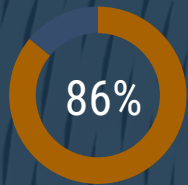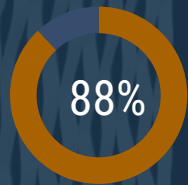
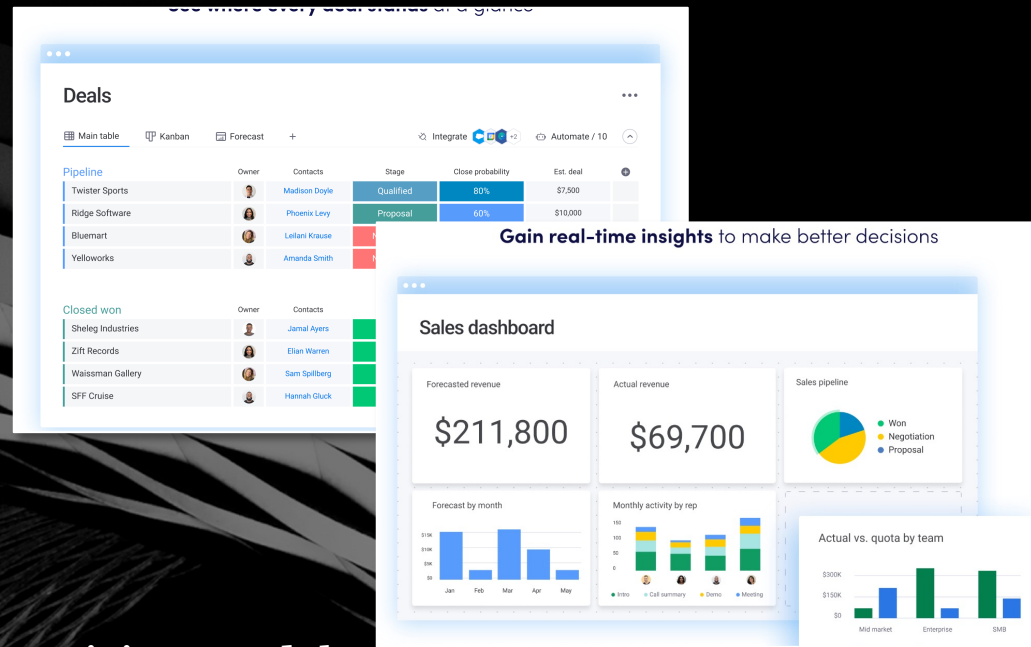https://monday.com| Twitter: @mondaydotcom

Overall Satisfaction

86%

Ease of Use

91%

Ease of Setup

86%

Quality of Support

88%

Customer by Size

75.6%	16.9%	5.9%
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)

Implementation Method[1]

93%	3.9%	2.9%
In-House Team	Vendor Services Team	Third Party Consultant

Pricing Model

Individual: $0 per month

Basic: $10 per month

Standard: $14 per month

- Pro: $24 per month

Average Time to Go Live (Months) — 1.5

Average Contract Term (Months) — 12

Estimated Payback (Months) — 14.5
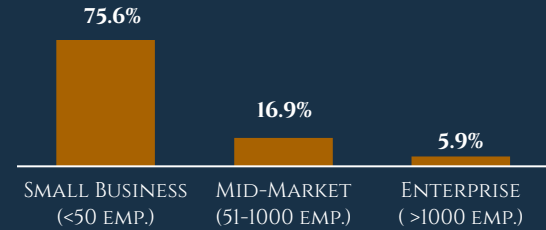
Average User Adoption — 73%

Reasons To Buy

- integrates with most sales apps and tools
- gives sales teams full control over their sales pipeline, allows them to manage contacts and accounts
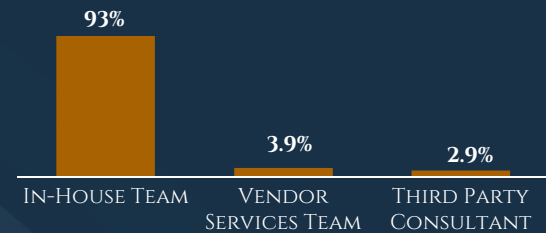- streamlines post-sales processes and sales enablement

Reasons To Pass

Basic and limited functionality of features

Automations need updates

[1] Complement to 100% includes those respondents that have not disclosed a breakdown
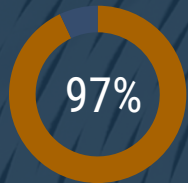
110

Scratchpad

Scratchpad

San Francisco, CA

51-200 employees

Scratchpad is fast. Beautifully simple. And comes with thoughtful design and advanced features that make the tedious work you currently do fade into the background.

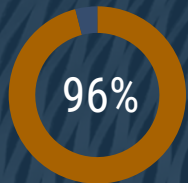www.scratchpad.com | Twitter: @Scratchpad

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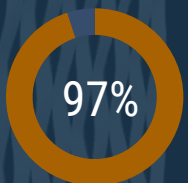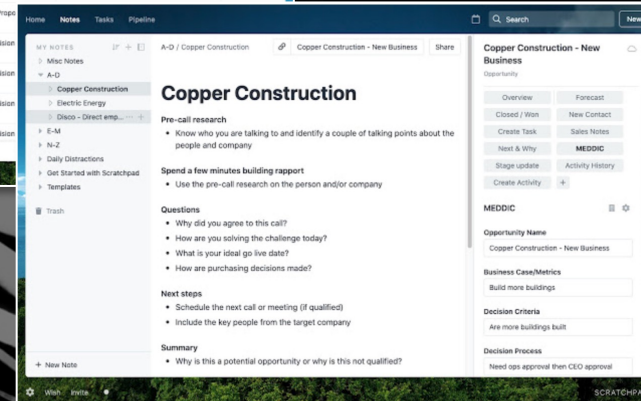
Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
9%	84%	7%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
93%	3.9%	
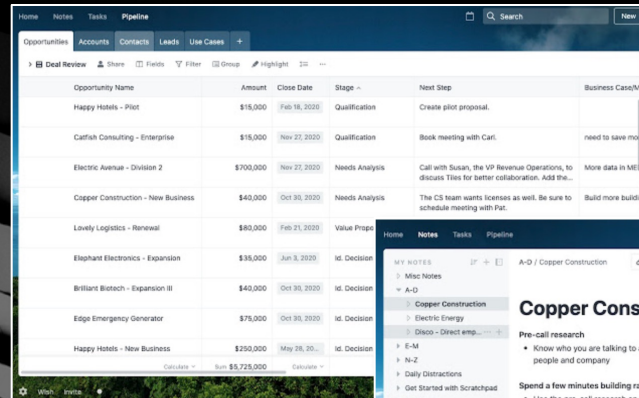
Pricing Model

- Individual: $0 per month
- Team: $39 for 1user per month
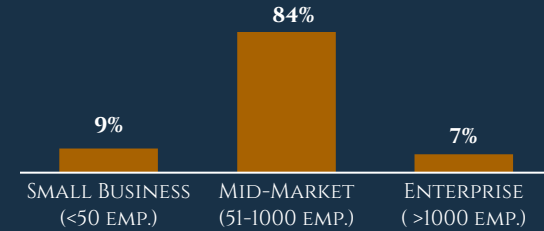- Business: Contact sales at Scratchpad for pricing details

Reasons To Buy

- Simple, intuitive design that is easy to comprehend
- Saves sellers a lot of time and increases the accuracy of a CRM

Reasons To Pass

- Limited integration capabilities
- Limited reporting capabilities

Overall Satisfaction
97%

Ease of Use
96%

Ease of Setup
93%

Quality of Support
97%
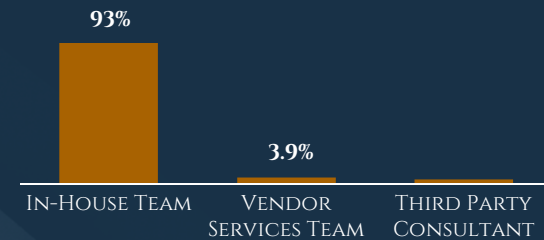
Average Time to Go Live (Months)	0.1
Average Contract Term (Months)	1.5
Estimated Payback (Months)	7.5
Average User Adoption	63%

[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.

15

Additional products included in the category are: ActiveCampaign, Zoominfo, Constance Contact, Salesken, People.ai

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.

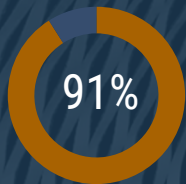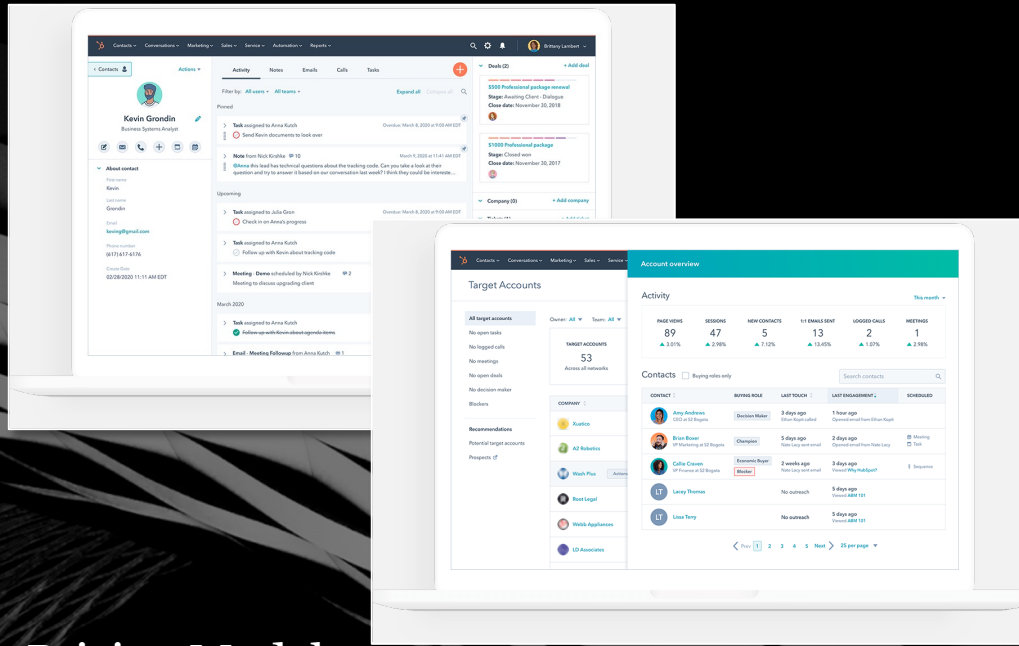www.hubspot.com | Twitter: @hubspot

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)
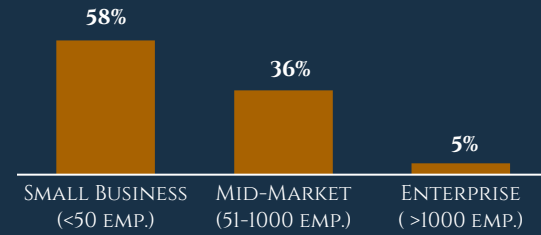- Sales Hub Enterprise: $1200 per month (10 paid users)

Reasons To Buy

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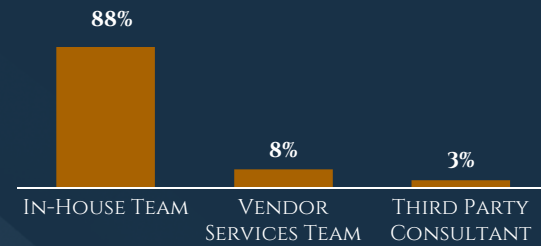- It is possible to receive direct support from Hubspot through the "chat support" feature

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.)
58%	36%	5%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
88%	8%	3%

Average Time to Go Live (Months) — 1.2

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

114

Salesforce CRM

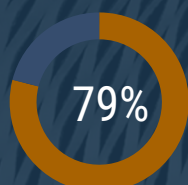Salesforce

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
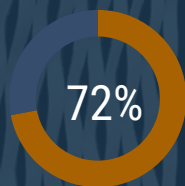
Overall Satisfaction
97%

Ease of Use
79%

Ease of Setup
79%

Quality of Support
72%

Pricing Model

Sales Essentials Edition: $25 per user per month

Professional Edition: $75 per user per month

Enterprise Edition: $150 per user per month
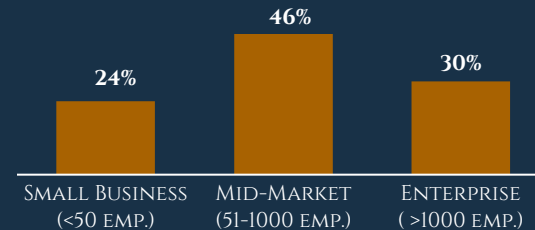
Unlimited Edition: $300 per user per month

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

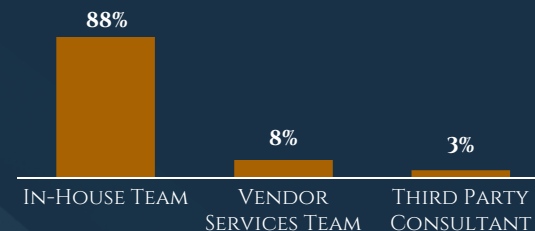Offers high level of customization for tailor-made solutions

Reasons To Pass

Longer average time to go live than competitors

Lack of mobile user support

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
24%	46%	30%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
88%	8%	3%

Average Time to Go Live (Months) — 3.6

Average Contract Term (Months) — 12

Estimated Payback (Months) — 15.4

Average User Adoption — 72%

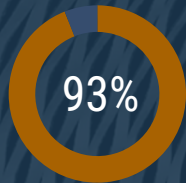# Gong

Gong

San Mateo, CA

1001- 5001 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
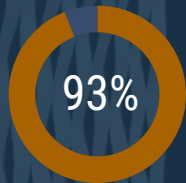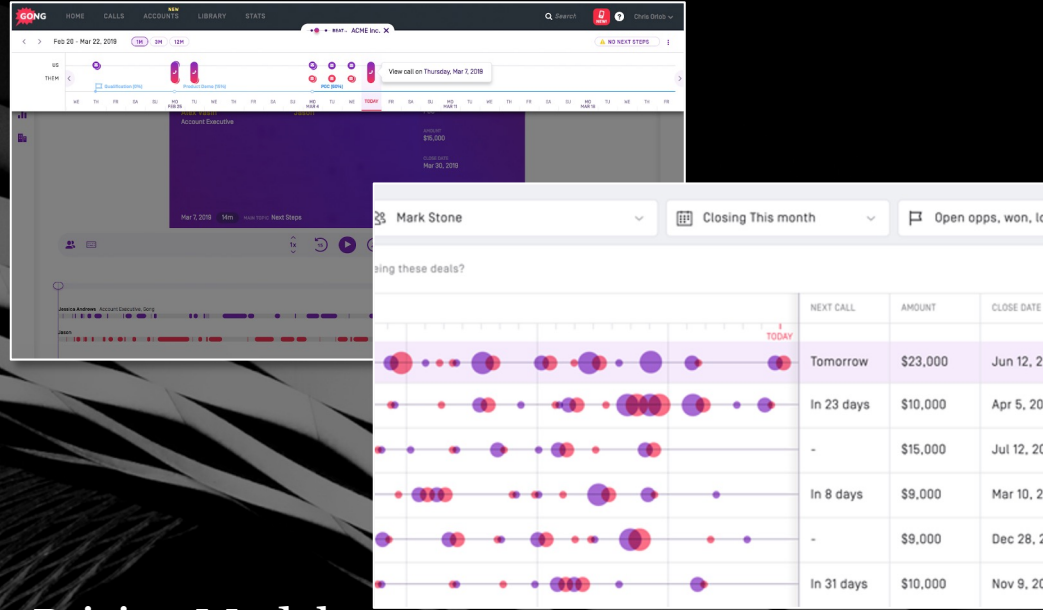
Overall Satisfaction
99%

Ease of Use
93%

Ease of Setup
91%

Quality of Support
93%

Pricing Model

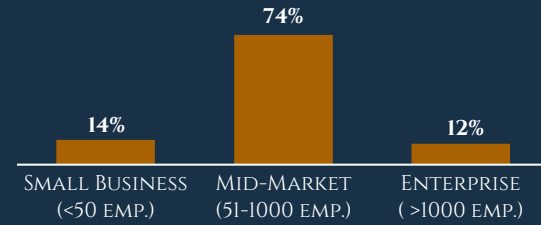Gong has not provided pricing information for this product or service. Contact Gong to obtain current pricing

Reasons To Buy

Keyword search provides significant insights

Integrates with Zoom

Offers granular analytics (e.g., avg. pause length, word choice)

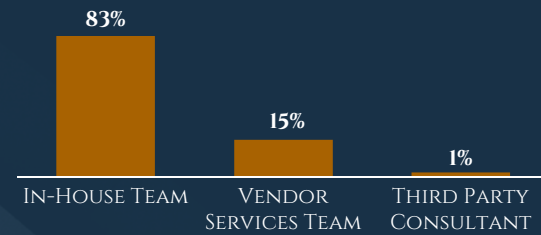Can playback the speed of the call (e.g., 1.25 or 1.5 speed)

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
83%	15%	1%

Average Time to Go Live (Months) — 0.8

Average Contract Term (Months) — 7.5

Estimated Payback (Months) — 10.9

Average User Adoption — 79%

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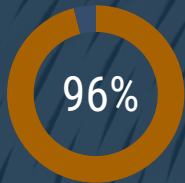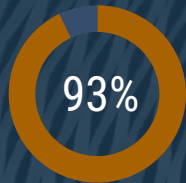
Clari

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.
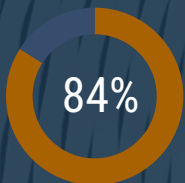
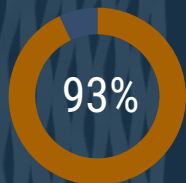www.clari.com | Twitter: @clarihq

Overall Satisfaction
96%

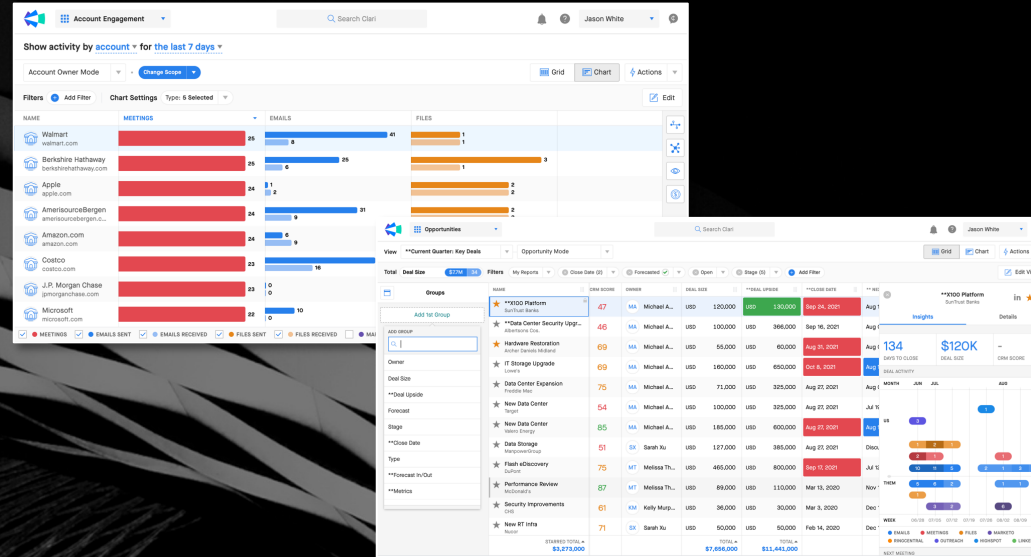## Ease of Use
93%

Ease of Setup
84%

Quality of Support
93%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
6%	34%	59%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
71%	28%	0%

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
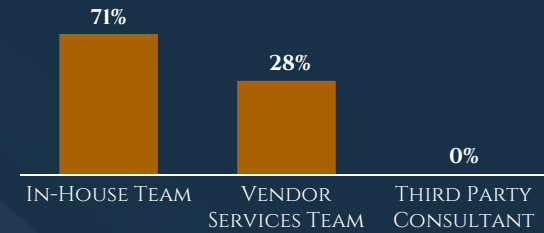- Import to excel function is a value added

Reasons To Pass

- It has frequent maintenance windows, quite typical for a "young" software
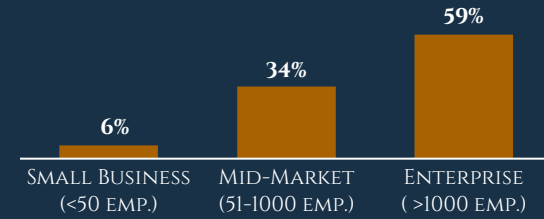
Average Time to Go Live (Months)	2.2
Average Contract Term (Months)	20.0
Estimated Payback (Months)	11.2
Average User Adoption	81%

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

117

Groove

Groove

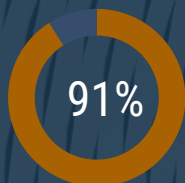San Francisco, CA

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.
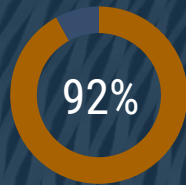
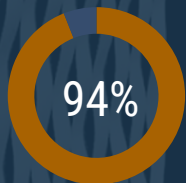www.groove.co | Twitter: @groove_co

Overall Satisfaction
96%

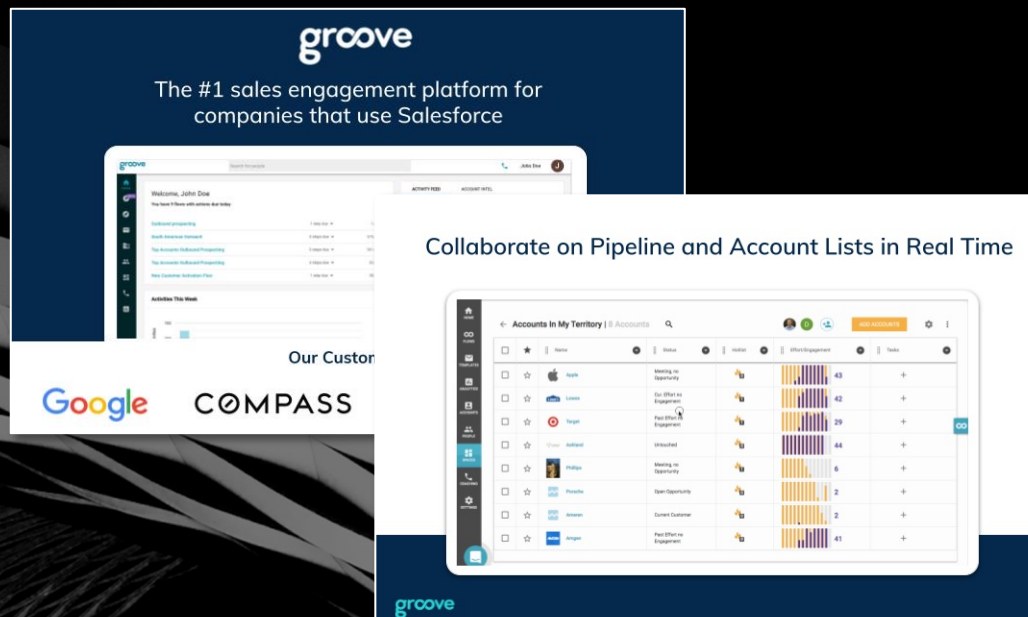## Ease of Use
92%

Ease of Setup
91%

Quality of Support
94%

Customer by Size

Small Business (<50 emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
16%	53%	31%

Implementation Method[1]

In-House Team	Vendor Services Team	Third Party Consultant
91%	9%	0%

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%
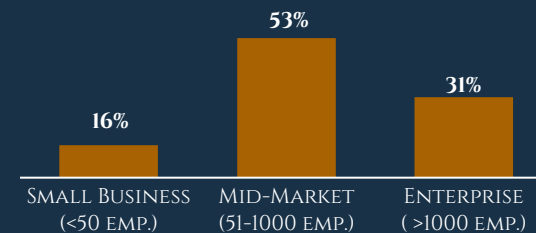
Creates reports in Salesforce to visualize productivity

Calendar scheduler is integrated within outgoing emails
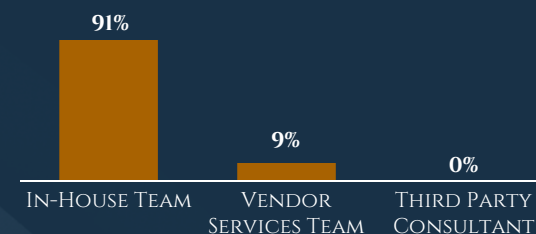
Reasons To Pass

Lacks support for mobile app

The integrated dialer presents room for improvement

Average Time to Go Live (Months) — 1.0

Average Contract Term (Months) — 9.1

Estimated Payback (Months) — 15

Average User Adoption — 68%

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

Acknowledgements and Thank You

AUTHORS:

- Michael Brown – Founder and Managing Partner at Bowery Capital

- Ellen Terlizzi– Director of Growth at Bowery Capital

CONTENT PARTNERS:

- Jake Dunlap – SKALED Consulting

- Patricia McClaren – RevShoppe

- Big thanks to the teams at Skaled and RevShoppe

RESEARCH LEADS:

- Gabe Hawkes– Bowery Capital

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WWW.BOWERYCAP.COM
WWW.G2.COM