

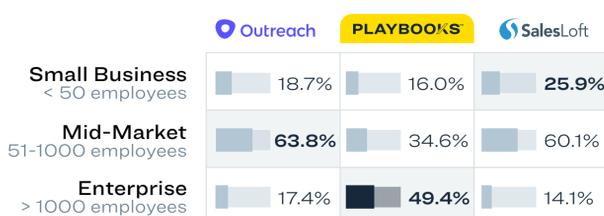
How Does Playbooks™ Stack Up Against Other Leading Sales Engagement Vendors?



This infographic shares insights and data from a third-party reviewer—G2. With over 3 million users and over 1 million reviews, G2 is the largest online tech marketplace available.



These reviews reflect that Playbooks is the top-rated enterprise sales engagement platform. Other platforms, including Outreach and SalesLoft, are primarily used by small business and mid-market, whereas Playbooks is suited best for enterprise.



The data below compares Playbooks™ by XANT to top enterprise competitors: Outreach and SalesLoft. Playbooks consistently ranks highest in G2's sales engagement platform rankings in over 30 categories based on user reviews.

| RATINGS | Outreach | PLAYBOOKS™ | SalesLoft |
|--------------------------------|----------|------------|------------|
| Meets Requirements | 8.7 | 8.9 | 8.8 |
| Ease of Use | 8.3 | 8.8 | 8.7 |
| Ease of Setup | 7.6 | 8.4 | 8.5 |
| Ease of Admin | 7.9 | 8.5 | 8.6 |
| Quality of Support | 8.3 | 9.1 | 8.6 |
| Ease of Doing Business With | 8.7 | 9.4 | 9.1 |
| Product Direction (% positive) | 8.7 | 9.1 | 8.7 |

| FEATURES INTEGRATED WORKFLOWS | Outreach | PLAYBOOKS™ | SalesLoft |
|-------------------------------|------------|------------|-----------|
| Task Management | 8.7 | 9.0 | 8.7 |
| Email Tracking/Automation | 9.1 | 9.0 | 9.1 |
| Calls & Voice | 8.4 | 8.9 | 8.4 |
| Other Outreach Options | 8.4 | 8.8 | 8.3 |
| CRM Integration | 8.3 | 9.1 | 8.6 |

| FEATURES CALLING | Outreach | PLAYBOOKS™ | SalesLoft |
|-------------------|----------|------------|------------|
| Record Calls | 8.7 | 8.8 | 9.1 |
| Generate Location | 8.2 | 8.9 | 8.3 |
| Call Types | 8.5 | 9.1 | 8.6 |
| Click-to-Call | 8.9 | 9.3 | 8.9 |

| FEATURES ANALYTICS | Outreach | PLAYBOOKS™ | SalesLoft |
|---------------------|-----------------------|------------|-----------|
| Open Rates | 8.9 | 9.3 | 8.5 |
| Link Activity | 8.5 | 9.1 | 8.4 |
| Attachment Activity | Feature Not Available | 9.3 | 8.1 |

| FEATURES INSIGHTS | Outreach | PLAYBOOKS™ | SalesLoft |
|----------------------|------------|------------|-----------|
| Notes | 8.3 | 8.8 | 8.7 |
| Daily Summary | 8.5 | 8.8 | 8.6 |
| Automated Voicemails | 8.0 | 9.1 | 8.7 |
| Automated Emails | 9.3 | 9.0 | 9.1 |
| Sorts Prospects | 8.2 | 8.8 | 8.2 |

| FEATURES REPEATABILITY AND REPORTABILITY | Outreach | PLAYBOOKS™ | SalesLoft |
|--|----------|------------|-----------|
| Content Management | 8.4 | 8.9 | 8.7 |
| Workflow Management | 8.6 | 9.2 | 8.8 |
| Workflow Performance | 8.6 | 9.2 | 8.7 |
| Sales Coaching & Insights | 8.0 | 8.8 | 8.3 |

| FEATURES CONTACTS | Outreach | PLAYBOOKS™ | SalesLoft |
|----------------------|----------|------------|-----------|
| Personalization | 8.8 | 8.8 | 8.7 |
| Information Locator | 8.3 | 8.8 | 8.4 |
| Record Prospect Data | 8.6 | 8.8 | 8.6 |

| FEATURES CUSTOMIZATIONS | Outreach | PLAYBOOKS™ | SalesLoft |
|----------------------------|----------|------------|-----------|
| Email Platform Integration | 8.9 | 9.1 | 8.7 |
| Email Scheduling | 8.9 | 9.3 | 9.0 |
| Notifications | 8.5 | 9.4 | 8.7 |
| Email Categorization | 8.4 | 9.1 | 8.4 |
| Templates | 9.1 | 9.5 | 9.0 |



Peng Tiong
AMER Business Analyst

"Playbooks has enabled us to not only manage our existing process smoothly but also conduct reporting and obtain greater insights on how to improve."



Zach Stromberg
Emerging Technologies Specialist

"[Playbooks] helps generate an active and cadenced selling and contact cycle."



See first-hand why XANT consistently outranks Outreach and Salesloft.

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