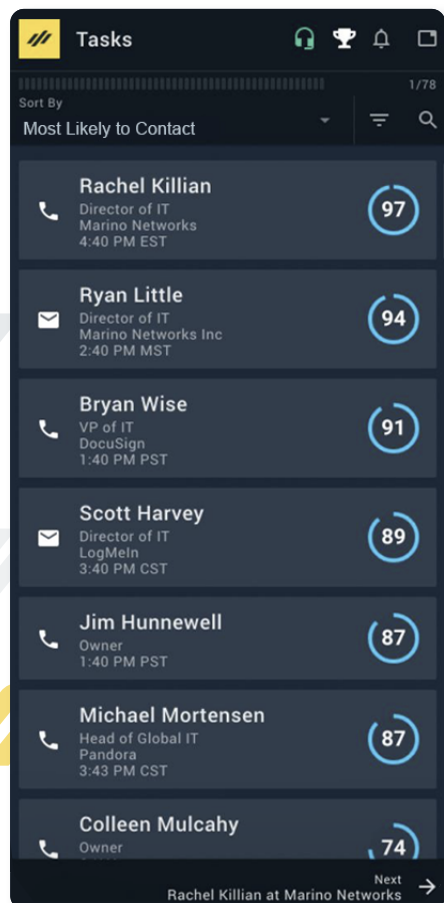


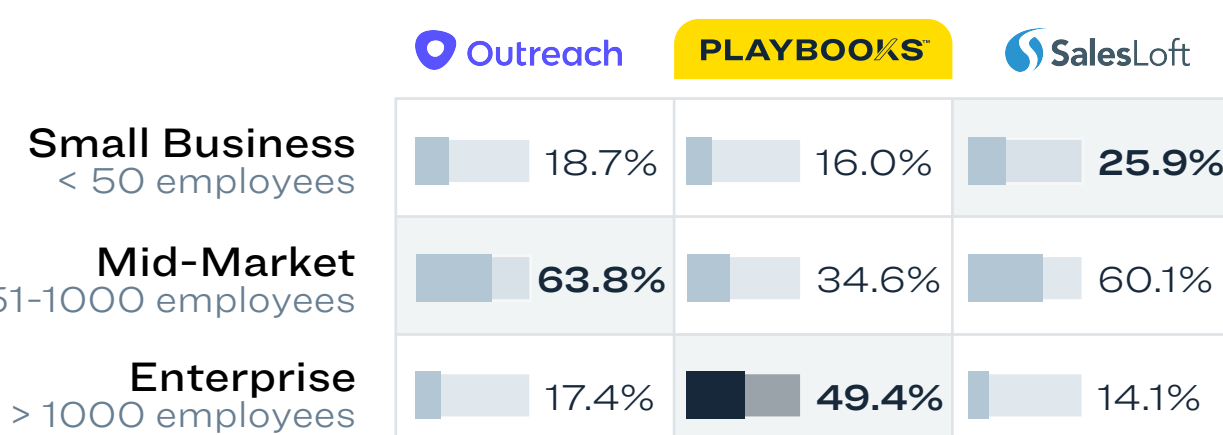
# How Does Playbooks™ Stack Up Against Other Leading Sales Engagement Vendors?



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	<b>8.5</b>
Ease of Admin	7.9	8.5	<b>8.6</b>
Quality of Support	8.3	<b>9.1</b>	8.6
Ease of Doing Business With	8.7	<b>9.4</b>	9.1
Product Direction (% positive)	8.7	<b>9.1</b>	8.7

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

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

FEATURES ANALYTICS	Outreach	PLAYBOOKS™	SalesLoft
Open Rates	8.9	<b>9.3</b>	8.5
Link Activity	8.5	<b>9.1</b>	8.4
Attachment Activity	Feature Not Available	<b>9.3</b>	8.1

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

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

FEATURES CONTACTS	Outreach	PLAYBOOKS™	SalesLoft
Personalization	8.8	<b>8.8</b>	8.7
Information Locator	8.3	<b>8.8</b>	8.4
Record Prospect Data	8.6	<b>8.8</b>	8.6

FEATURES CUSTOMIZATIONS	Outreach	PLAYBOOKS™	SalesLoft
Email Platform Integration	8.9	<b>9.1</b>	8.7
Email Scheduling	8.9	<b>9.3</b>	9.0
Notifications	8.5	<b>9.4</b>	8.7
Email Categorization	8.4	<b>9.1</b>	8.4
Templates	9.1	<b>9.5</b>	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."

vmware



**Zach Stromberg**  
Emerging Technologies Specialist

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

DELL

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

[Request a Demo >](#)