

PLAYBOOKS

Outreach

Salesloft

Groove

Salesforce

| CADENCE | | | | | |
|--|---|---|---|---|---|
| Calls | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email | ✓ | ✓ | ✓ | ✓ | ✓ |
| Text | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile | ✓ | | ● | | |
| Inbound | ✓ | | ● | | |
| SCORING | | | | | |
| Close | ✓ | | | | ● |
| Contact | ✓ | ● | ● | | ● |
| GAMIFICATION | | | | | |
| Customer KPIs | ✓ | | | | |
| Leaderboards | ✓ | | | | |
| BUYER INTELLIGENCE | | | | | |
| Buyer Hints | ✓ | | | | |
| Map | ✓ | | | | |
| Data Verify | ✓ | | | | |
| Smart Email Send | ✓ | | | | |
| AUTOMATION | | | | | |
| Auto-Enroll Leads, Contacts, Accounts, and Opportunities | ✓ | ● | ● | ● | ● |
| Automated Email Sends | ✓ | ✓ | ✓ | ✓ | |
| PRIORITIZATION | | | | | |
| Most Likely to Contact | ✓ | ● | ● | ● | ● |
| Most Likely to Close | ✓ | | | | |
| Custom Sorting | ✓ | | | | |

✓ = Full functionality ● = Partial functionality

[More comparison details >](#)

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