



Grid[®] Report for Sales Analytics Spring 2018

Sales Analytics Software

Contenders									Leaders
Niche									High Performers

Market Presence

Grid[®] Scoring Satisfaction

(Sales Analytics Software continues on next page)

Sales Analytics Software (continued)

Sales Analytics Software Definition

Sales analytics software reports on CRM data to reveal sales insights and forecast future performance. Sales teams and managers use sales analytics to gain visibility into sales activities; locate high or under-performing salespeople, products, or communications; and forecast future sales numbers. Sales analytic insights can be used to improve sales strategies and implement a more predictable sales model. Sales analytics systems are usually implemented on top of sales force automation and other [CRM systems](#) and use existing data to reveal insights, though some serve as both the CRM system of record as well as the analytics tool.

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

Sales Analytics Grid® Scoring Description

Products shown on the Grid® Sales Analytics have received a minimum of 10 reviews/ratings in data gathered by February 28, 2018. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 Crowd users and have substantial Market Presence scores. Leaders include: [Tableau Desktop](#), [Clari](#), [InsightSquared](#), [Oracle Sales Analytics](#), [sales-i](#), [Aviso](#), [Datahug](#), and [InsideSales.com Predictive Playbooks](#)
- ▶ High Performers are highly rated by their users, but have not yet achieved the market share and scale of the Leaders. High Performers include: [Upsales Sales and Marketing Platform](#), [TopOPPS](#), [Azurepath](#), and [FunnelSource](#)
- ▶ Contenders have significant Market Presence and resources, but have received below average user Satisfaction ratings or have not yet received a sufficient number of reviews to validate the solution. Contenders include: [Infusionsoft Analytics](#) and [Looker](#)
- ▶ Niche solutions do not have the Market Presence of the Leaders. They may have been rated positively on customer Satisfaction, but have not yet received enough reviews to validate them. Niche products include: [Zilliant IQ](#), [BrightTarget](#), and [VisualizeROI](#)

Grid® Scores for Sales Analytics

The table below shows the Satisfaction and Market Presence scores that determine vendor placement on the Grid®. To learn more about each of the products, please see the product profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Tableau Desktop	102	89	94	91
Clari	91	97	69	83
InsightSquared	239	94	70	82
Oracle	68	62	96	79
sales-i	86	85	57	71
Aviso	57	77	56	67
Datahug	43	79	53	66
InsideSales.com Predictive Playbooks	21	73	58	66

High Performers

Upsales	12	76	31	53
TopOPPS	26	69	34	52
Azurepath	10	54	5	29
FunnelSource	11	53	5	29

Contenders

InfusionSoft	31	19	64	41
Looker	12	7	66	36

Niche

Zilliant IQ	12	34	49	41
BrightTarget	10	9	34	22
VisualizeROI	12	14	6	10

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 Crowd rates products from the Sales Analytics category algorithmically based on data sourced from product reviews shared by G2 Crowd users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 Crowd rates products and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Sales Analytics | Spring 2018 is based off of scores calculated using the G2 Crowd algorithm v3.0 from reviews collected through February 28, 2018. To view the Sales Analytics Grid® with the most recent data, please visit the [Sales Analytics](#) page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2 Crowd
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 Crowd users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2 Crowd's reviews, publicly available information, and third-party sources
- ▶ Both the software vendors and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than vendor metrics

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Criteria	Measured For		Metrics
	Product	Vendor	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Vendor Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 Crowd research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 Crowd follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2 Crowd's categorization methodology and meet G2 Crowd's category standards.

Many terms that appear regularly across G2 Crowd and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 Crowd users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 Crowd up through February 28, 2018. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 Crowd updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche vendors may become High Performers.

(Grid® Methodology continues on next page)

Grid[®] Methodology (continued)

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 Crowd user's identity and employer. We also validate users by partnering with vendors and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 Crowd staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Vendors cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid[®] Inclusion Criteria

All products in a G2 Crowd category that have at least 10 reviews from real users of the product are included on the Grid[®]. Inviting other users, such as colleagues and peers, to join G2 Crowd and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 Crowd and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Sales Analytics category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

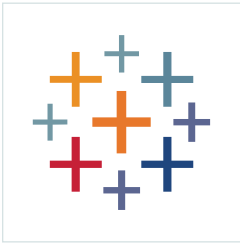


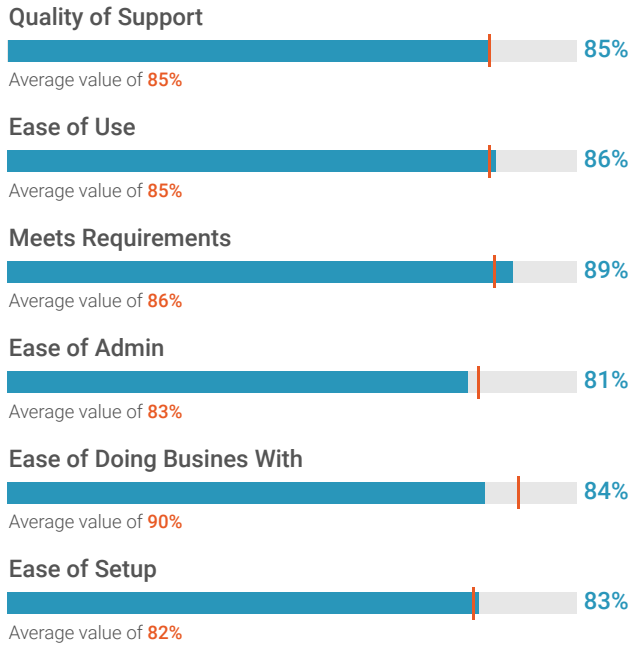
Tableau Desktop

★★★★★ (102)

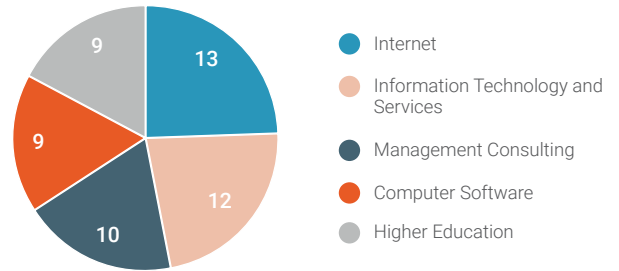


Tableau Desktop has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 94% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Tableau Desktop at a rate of 87%. Tableau Desktop is also in the Self-Service Business Intelligence category.

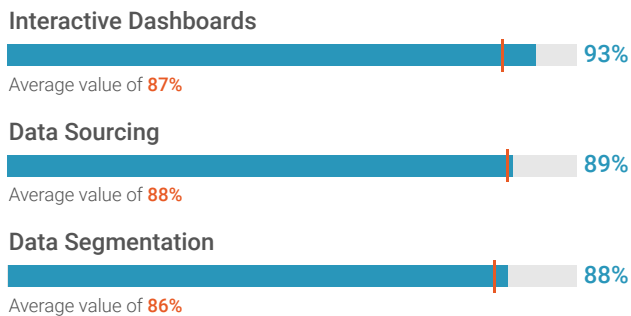
Satisfaction Ratings



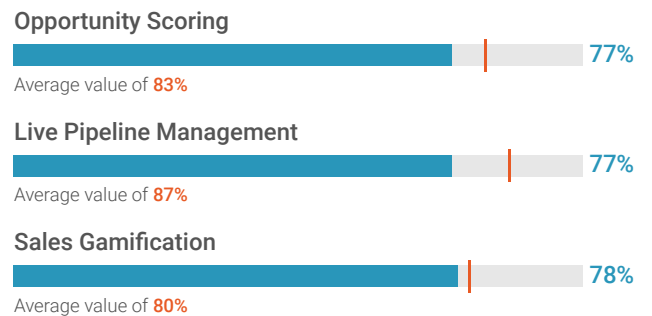
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Tableau Software



HQ LOCATION
Seattle, WA



YEAR FOUNDED
2003



TOTAL REVENUE
\$827 (USD MM)



EMPLOYEES (LISTED ON LINKEDIN™)
3801



COMPANY WEBSITE
www.tableau.com



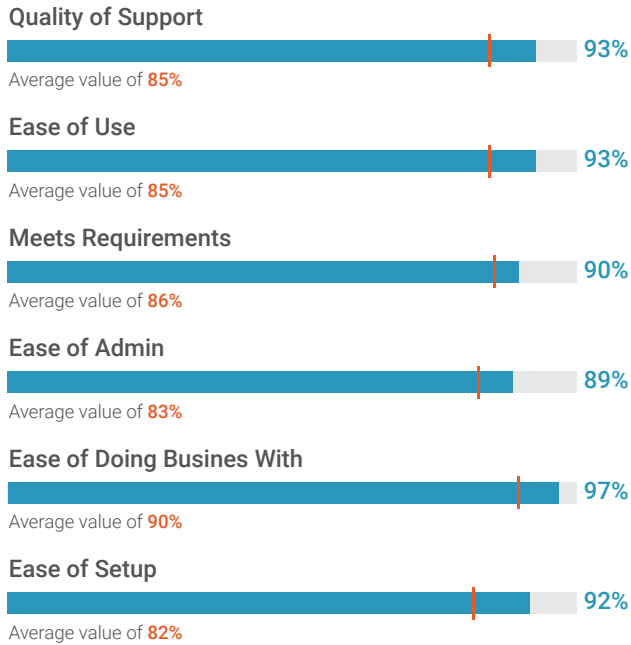
Clari

★★★★★ (91)

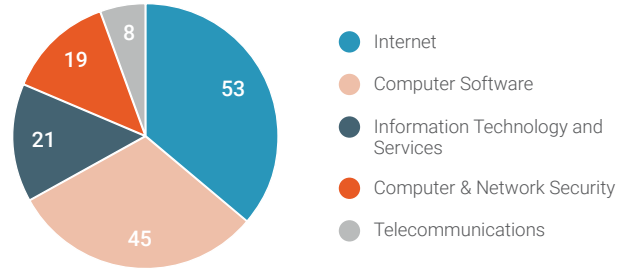


Clari has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Clari received the highest Satisfaction score among products in Sales Analytics. 99% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Clari at a rate of 92%. Clari is also in the Business Intelligence category.

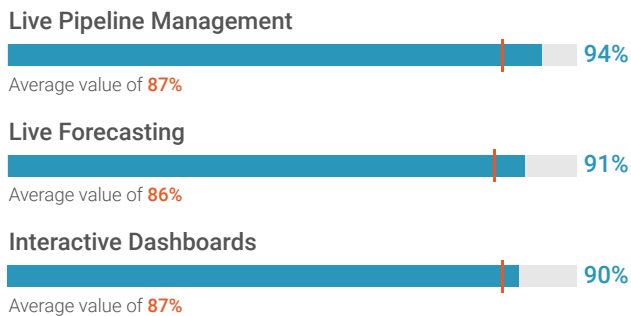
Satisfaction Ratings



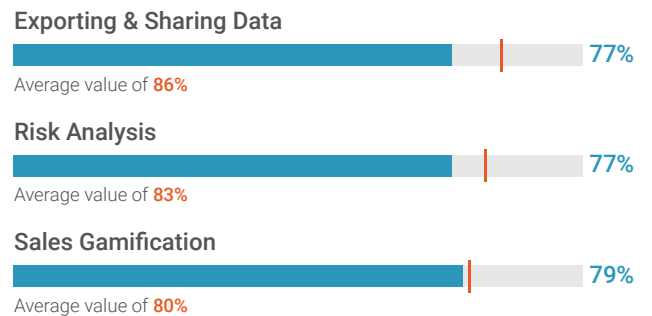
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Clari



HQ LOCATION
Sunnyvale, CA



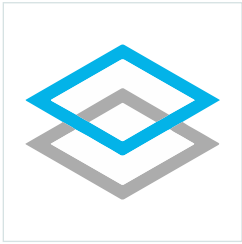
YEAR FOUNDED
2012



EMPLOYEES (LISTED
ON LINKEDIN™)
103



COMPANY WEBSITE
www.clari.com



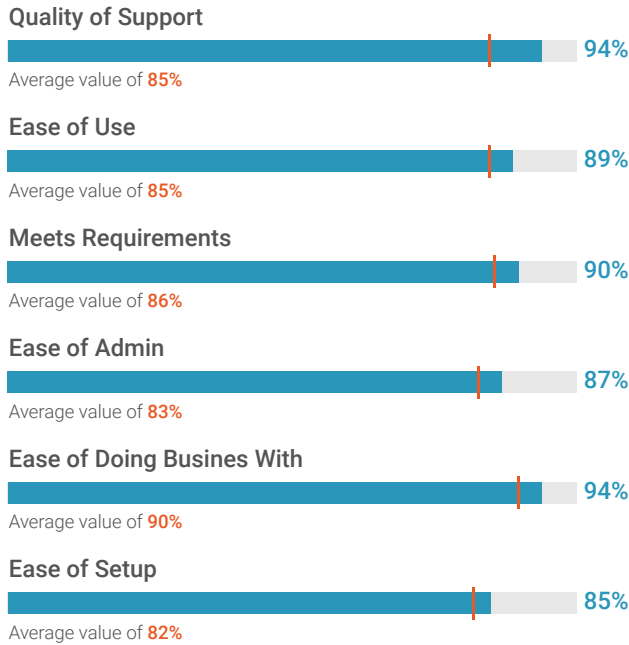
InsightSquared

★★★★★ (239)

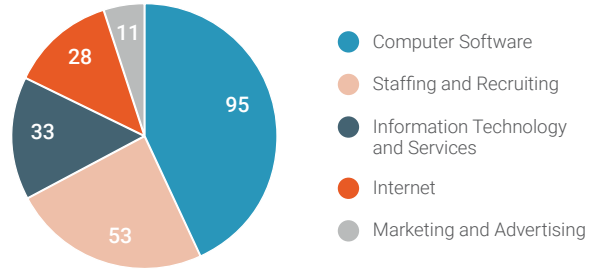


InsightSquared has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend InsightSquared at a rate of 91%. InsightSquared is also in the Business Intelligence Platforms category.

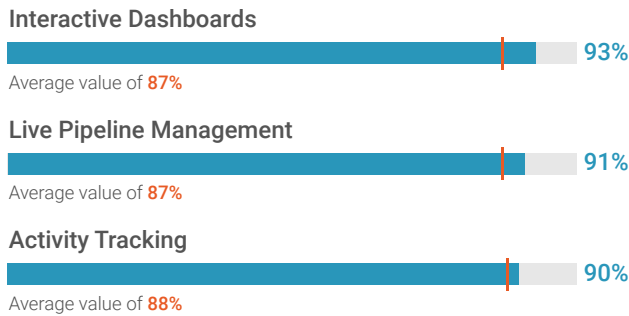
Satisfaction Ratings



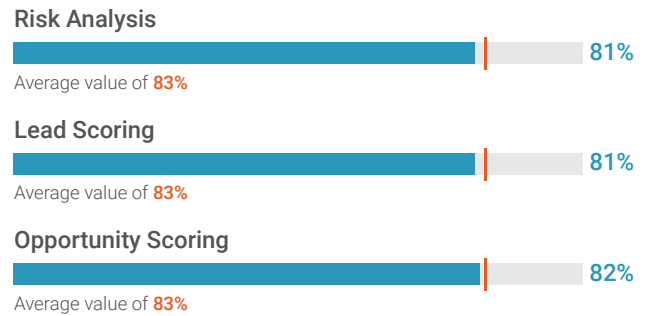
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
InsightSquared



HQ LOCATION
Boston, MA



YEAR FOUNDED
2010



EMPLOYEES (LISTED
ON LINKEDIN™)
140



COMPANY WEBSITE
www.insightsquared.com



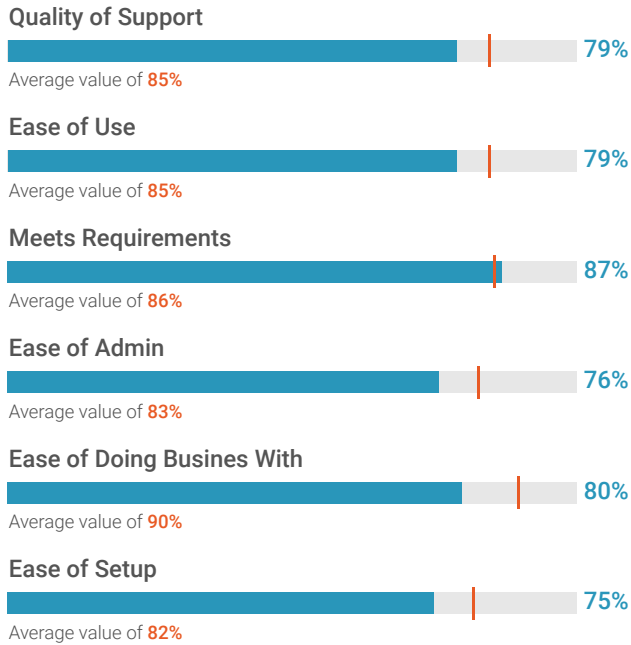
Oracle Sales Analytics

★★★★☆ (68)

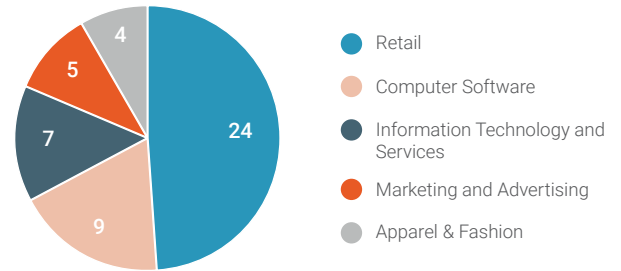


Oracle Sales Analytics has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Oracle has the largest Market Presence among products in Sales Analytics. 75% of users rated it 4 or 5 stars, 75% of users believe it is headed in the right direction, and users said they would be likely to recommend Oracle at a rate of 77%.

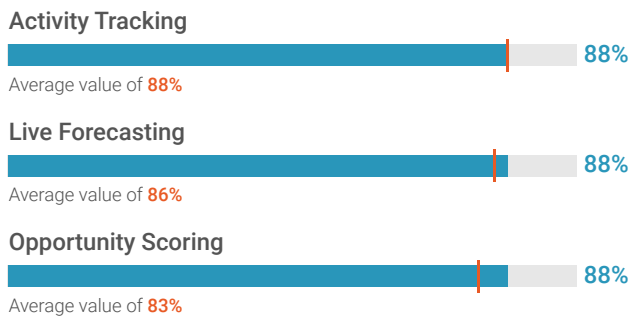
Satisfaction Ratings



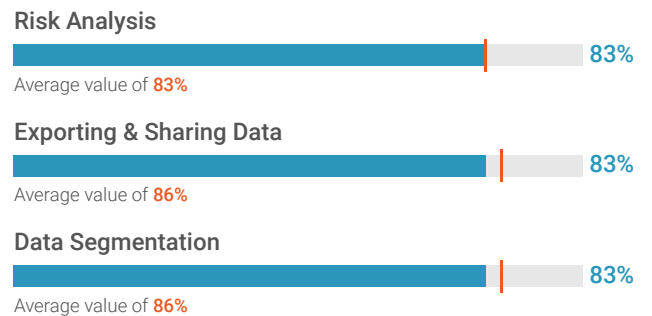
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Oracle



HQ LOCATION
Redwood Shores, CA



YEAR FOUNDED
1977



TOTAL REVENUE
\$37,047 (USD MM)



EMPLOYEES (LISTED
ON LINKEDIN™)
163582



COMPANY WEBSITE
www.oracle.com



sales-i

★★★★★ (86)



sales-i has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 90% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend sales-i at a rate of 86%. sales-i is also in the CRM and Sales Intelligence categories.

Satisfaction Ratings

Quality of Support



Ease of Use



Meets Requirements



Ease of Admin



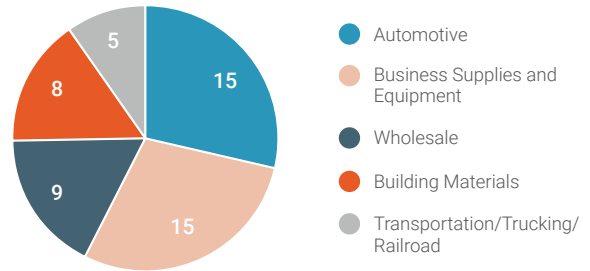
Ease of Doing Business With



Ease of Setup



Top Industries Represented



Highest-Rated Features

Exporting & Sharing Data



Data Sourcing



Activity Tracking



Lowest-Rated Features

Opportunity Scoring



Live Pipeline Management



Sales Gamification



OWNERSHIP
sales-i



HQ LOCATION
Solihull, United Kingdom



YEAR FOUNDED
2008



EMPLOYEES (LISTED ON LINKEDIN™)
83



COMPANY WEBSITE
www.sales-i.com



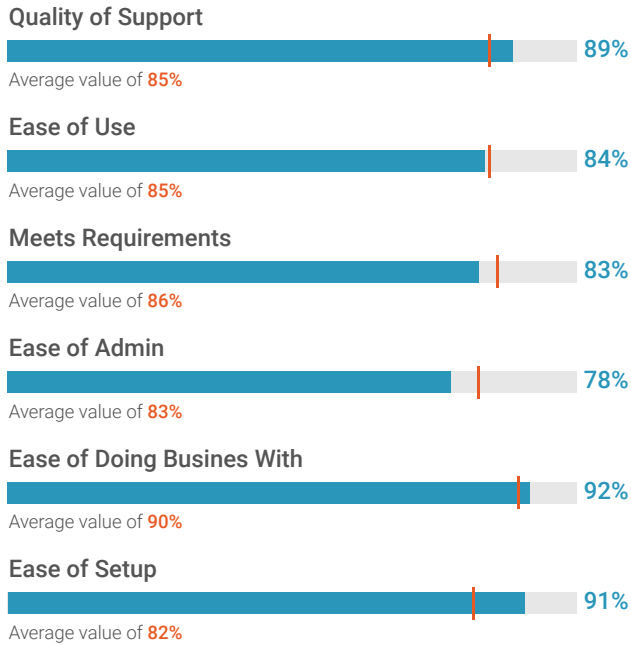
Aviso

★★★★☆ (57)

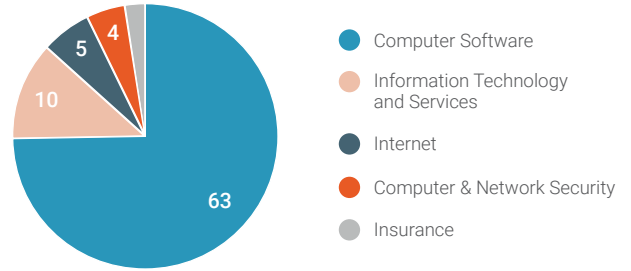


Aviso has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 82% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Aviso at a rate of 77%.

Satisfaction Ratings



Top Industries Represented



Highest-Rated Features

Not enough data to include highest-rated features for Aviso.

Lowest-Rated Features

Not enough data to include lowest-rated features for Aviso.



OWNERSHIP
Aviso, Inc.



HQ LOCATION
Redwood City, CA



YEAR FOUNDED
2012



EMPLOYEES (LISTED ON LINKEDIN™)
72



COMPANY WEBSITE
www.aviso.com



Datahug

★★★★★ (43)



Datahug has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend Datahug at a rate of 90%. Datahug is also in the Sales Performance Management, Salesforce AppExchange Tools, and Sales Intelligence categories.

Satisfaction Ratings

Quality of Support



Ease of Use



Meets Requirements



Ease of Admin



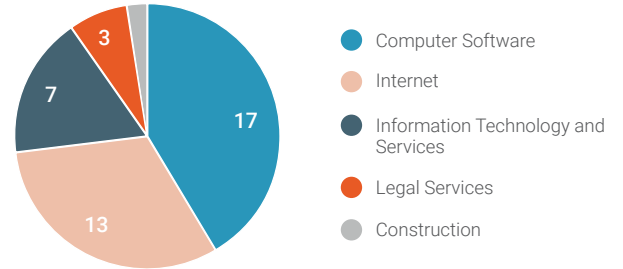
Ease of Doing Business With



Ease of Setup



Top Industries Represented



Highest-Rated Features

Not enough data to include highest-rated features for Aviso.

Lowest-Rated Features

Not enough data to include highest-rated features for Aviso.



OWNERSHIP
CallidusCloud



HQ LOCATION
Dublin, CA



YEAR FOUNDED
1996



TOTAL REVENUE
\$207 (USD MM)



EMPLOYEES (LISTED ON LINKEDIN™)
1253



COMPANY WEBSITE
www.calliduscloud.com



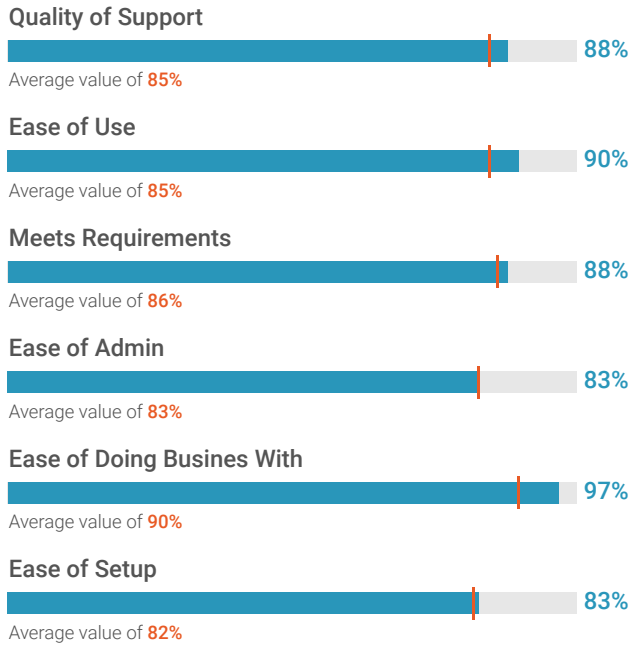
InsideSales.com Predictive Playbooks

★★★★★ (21)

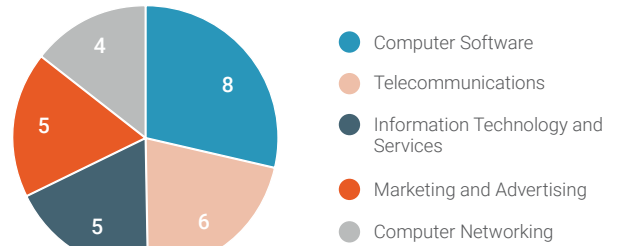


InsideSales.com Predictive Playbooks has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend InsideSales.com Predictive Playbooks at a rate of 92%. InsideSales.com Predictive Playbooks is also in the Outbound Call Tracking and Sales Intelligence categories.

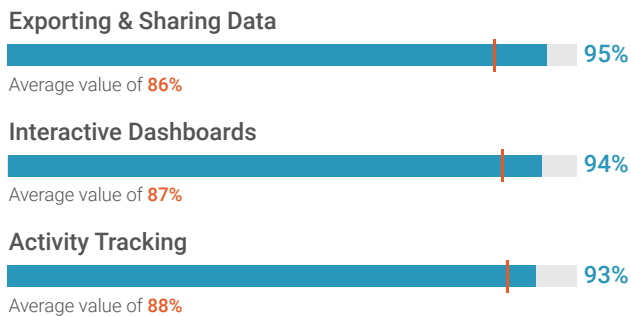
Satisfaction Ratings



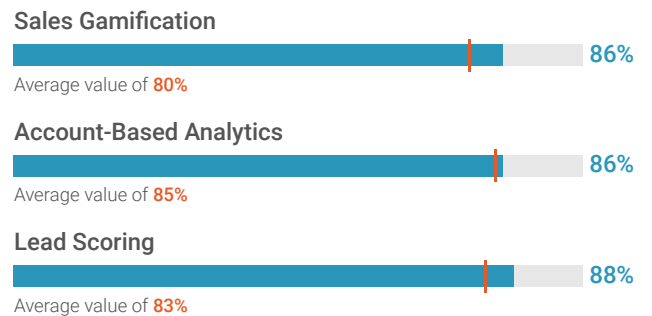
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
insidesales.com



HQ LOCATION
Provo, UT



YEAR FOUNDED
2004



EMPLOYEES (LISTED
ON LINKEDIN™)
419



COMPANY WEBSITE
www.insidesales.com

UPSALES

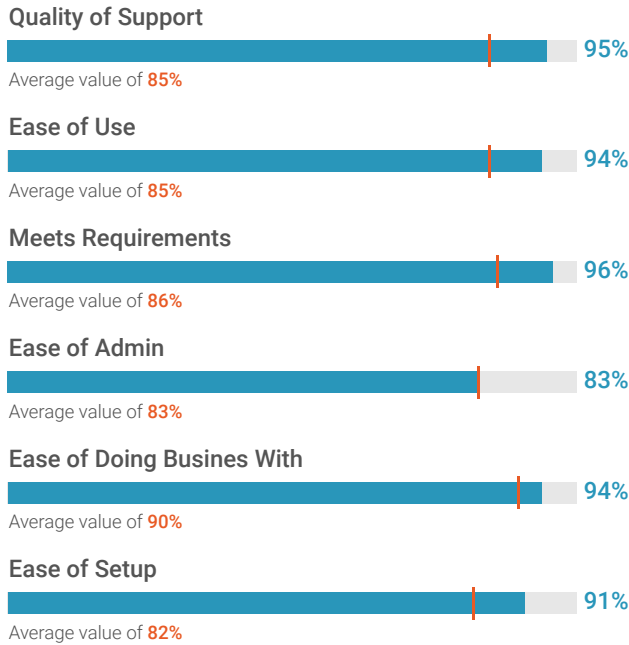
Upsales Sales and Marketing Platform

★★★★★ (12)

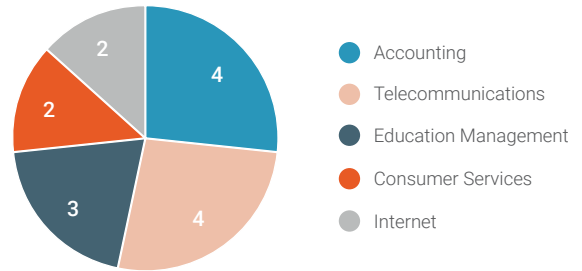


Upsales Sales and Marketing Platform has been named a High Performer based on receiving a high customer Satisfaction score and having a small Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Upsales at a rate of 100%. Upsales is also in the E-Signature, Marketing Automation, CRM, and Lead Scoring categories.

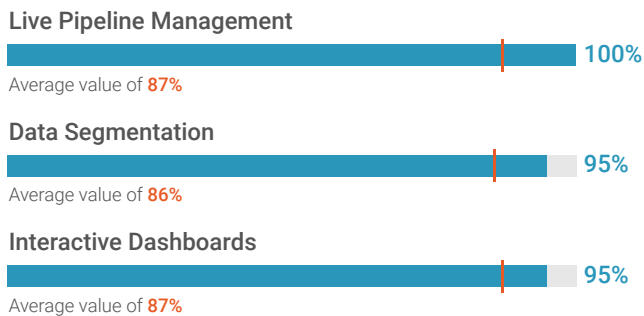
Satisfaction Ratings



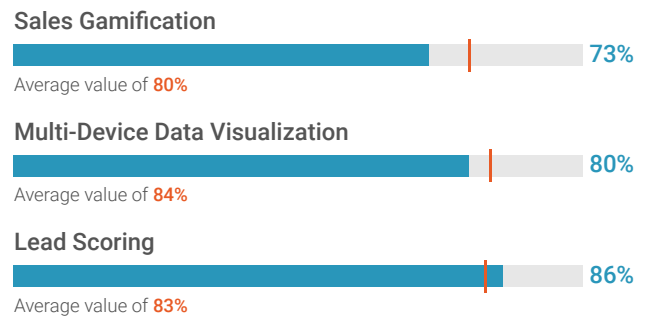
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Upsales



HQ LOCATION
Stockholm, Sweden



YEAR FOUNDED
2003



EMPLOYEES (LISTED ON LINKEDIN™)
56



COMPANY WEBSITE
www.upsales.com



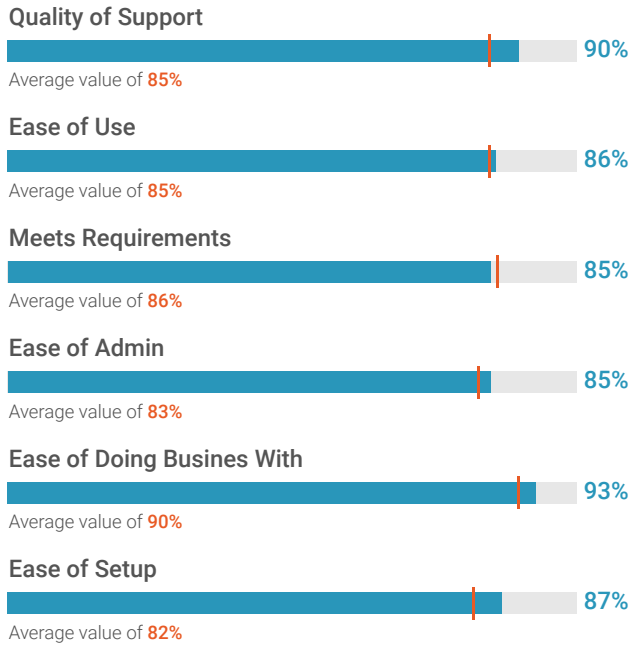
TopOPPS

★★★★★ (26)

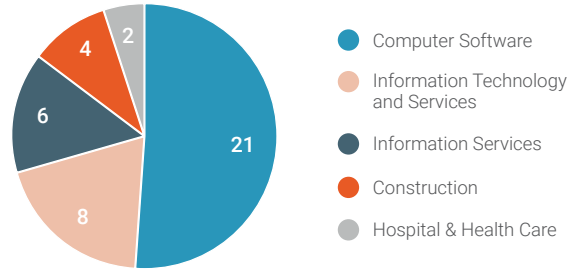


TopOPPS has been named a High Performer based on receiving a high customer Satisfaction score and having a small Market Presence. 100% of users rated it 4 or 5 stars, 96% of users believe it is headed in the right direction, and users said they would be likely to recommend TopOPPS at a rate of 90%.

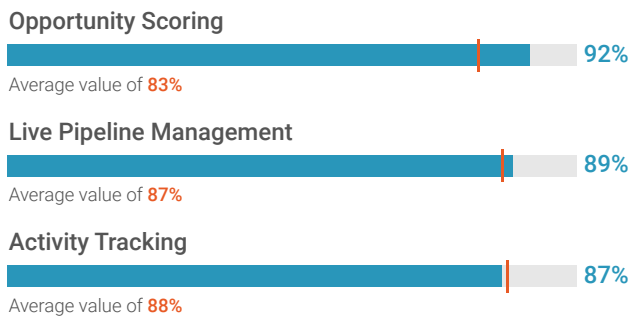
Satisfaction Ratings



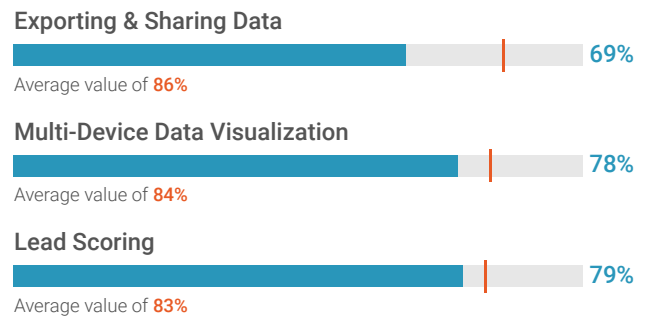
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
TopOPPS



HQ LOCATION
St. Louis, MO



YEAR FOUNDED
2014



EMPLOYEES (LISTED
ON LINKEDIN™)
28



COMPANY WEBSITE
topopps.com



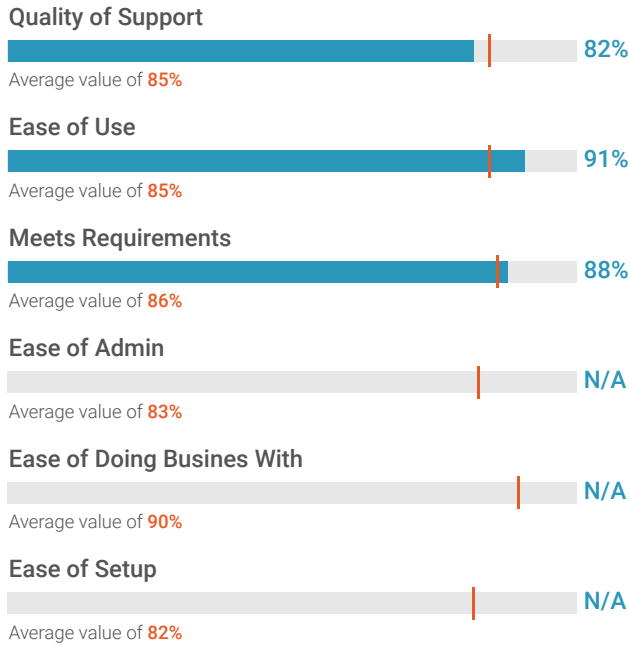
Azurepath

★★★★★ (10)



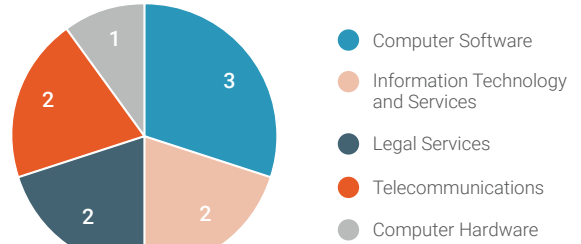
Azurepath has been named a High Performer based on receiving a high customer Satisfaction score and having a small Market Presence. 90% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Azurepath at a rate of 85%.

Satisfaction Ratings

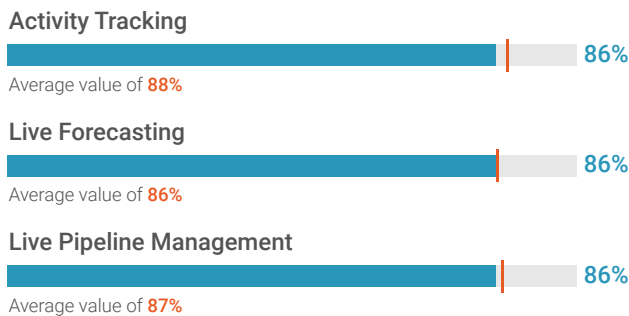


*N/A is displayed when fewer than five responses were received for the question.

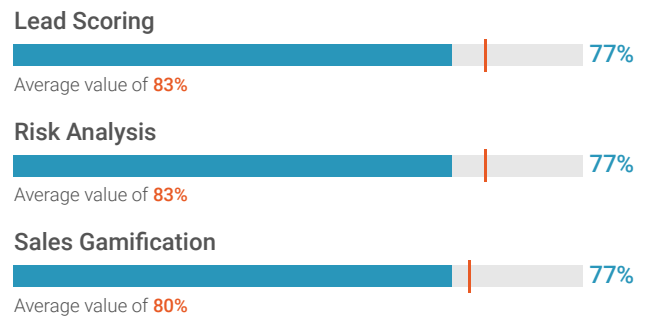
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Azurepath



HQ LOCATION
Durham, NH



YEAR FOUNDED
2015



EMPLOYEES (LISTED ON LINKEDIN™)
2



COMPANY WEBSITE
www.azurepath.com



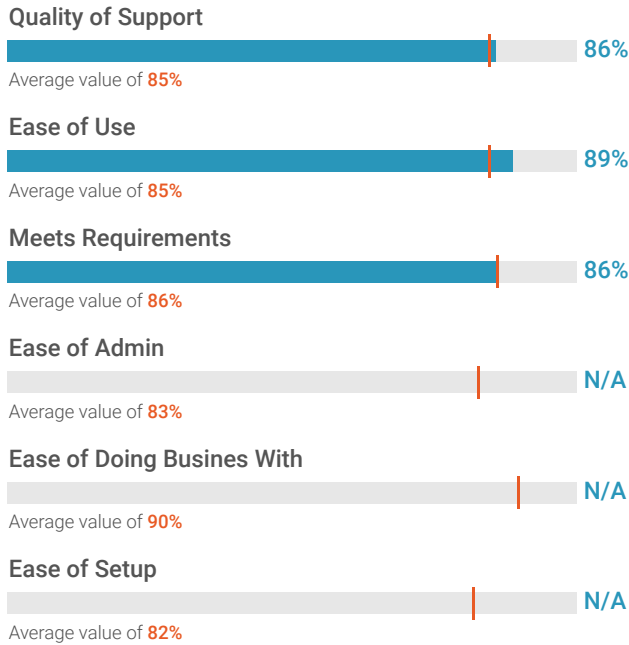
FunnelSource

★★★★☆ (11)



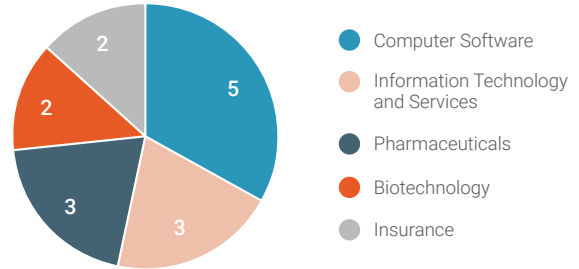
FunnelSource has been named a High Performer based on receiving a high customer Satisfaction score and having a small Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend FunnelSource at a rate of 83%.

Satisfaction Ratings

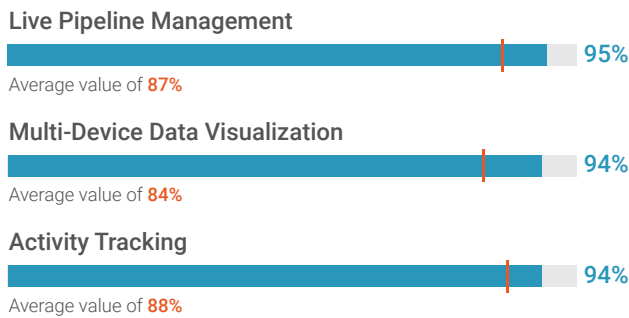


*N/A is displayed when fewer than five responses were received for the question.

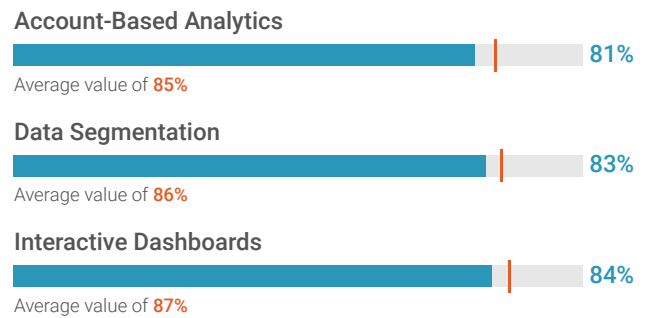
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
FunnelSource Inc.



HQ LOCATION
San Francisco, CA



YEAR FOUNDED
2008



EMPLOYEES (LISTED ON LINKEDIN™)
5



COMPANY WEBSITE
www.funnelSource.com



Infusionsoft Analytics

★★★★☆ (31)

Infusionsoft Analytics has been named a Contender based on receiving a relatively low customer Satisfaction score and having a large Market Presence. 77% of users rated it 4 or 5 stars, 67% of users believe it is headed in the right direction, and users said they would be likely to recommend InfusionSoft at a rate of 77%.

Satisfaction Ratings

Quality of Support



Ease of Use



Meets Requirements



Ease of Admin



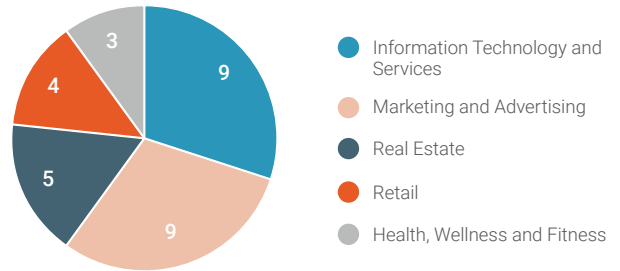
Ease of Doing Business With



Ease of Setup



Top Industries Represented



Highest-Rated Features

Activity Tracking



Account-Based Analytics



Live Pipeline Management



Lowest-Rated Features

Live Forecasting



Risk Analysis



Lead Scoring



OWNERSHIP
Infusionsoft



HQ LOCATION
Chandler, AZ



YEAR FOUNDED
2001



EMPLOYEES (LISTED ON LINKEDIN™)
683



COMPANY WEBSITE
www.infusionsoft.com

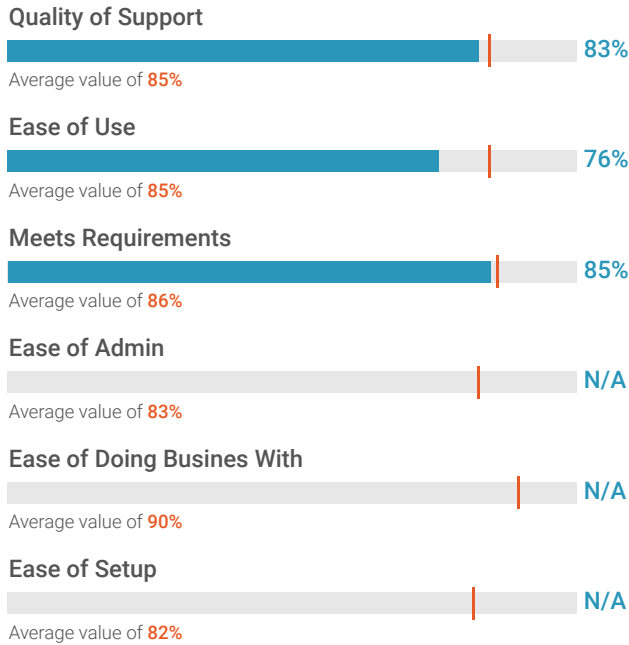


Looker

★★★★★ (12)

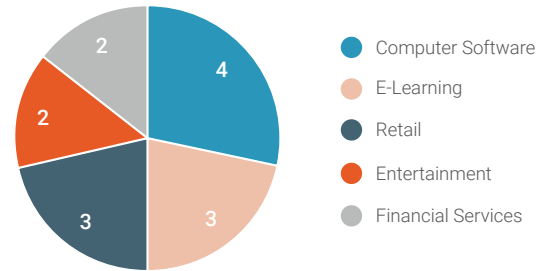
Looker has been named a Contender based on receiving a relatively low customer Satisfaction score and having a large Market Presence. 83% of users rated it 4 or 5 stars, 58% of users believe it is headed in the right direction, and users said they would be likely to recommend Looker at a rate of 79%. Looker is also in the Digital Analytics, Data Visualization, Business Intelligence Platforms, Self-Service Business Intelligence, Embedded Business Intelligence, and Marketing Analytics categories.

Satisfaction Ratings

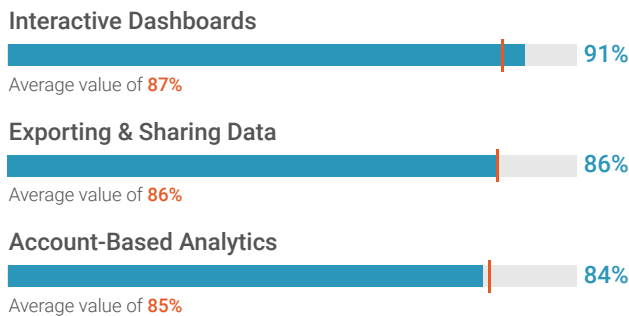


*N/A is displayed when fewer than five responses were received for the question.

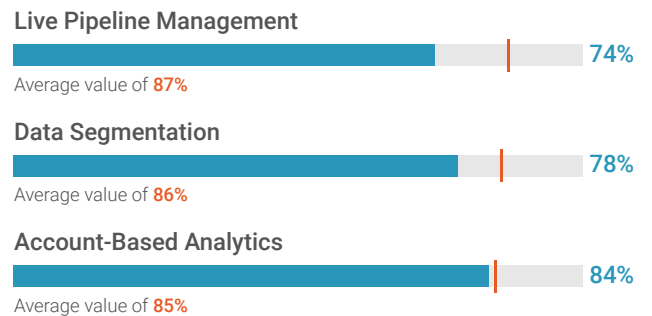
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Looker



HQ LOCATION
Santa Cruz, CA



YEAR FOUNDED
2012



EMPLOYEES (LISTED ON LINKEDIN™)
456



COMPANY WEBSITE
looker.com

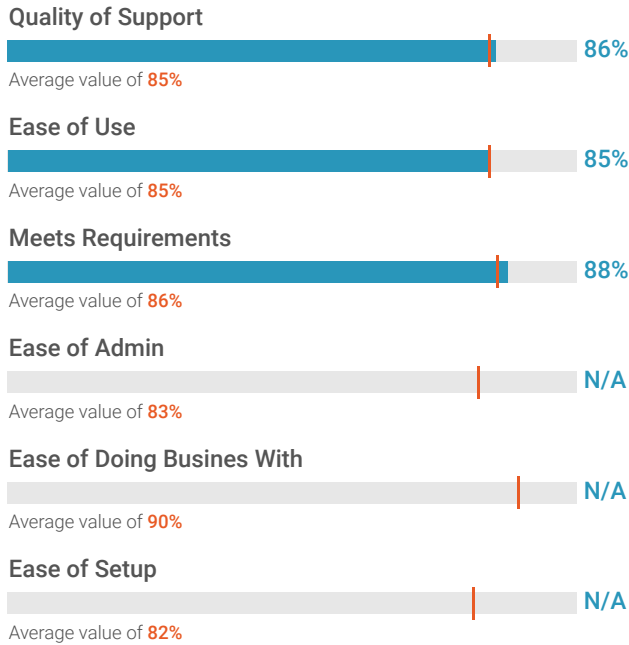


Zilliant IQ

★★★★☆ (12)

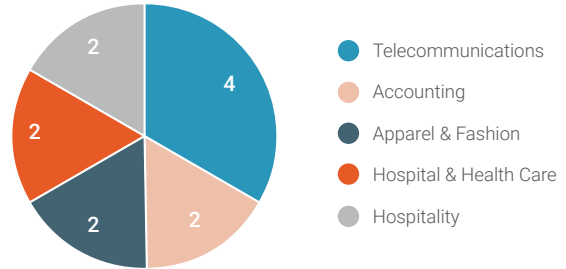
Zilliant IQ has been named a Niche vendor based on receiving a relatively low customer Satisfaction score and having a small Market Presence. 83% of users rated it 4 or 5 stars, 83% of users believe it is headed in the right direction, and users said they would be likely to recommend Zilliant IQ at a rate of 80%. Zilliant IQ is also in the Predictive Analytics and Pricing categories.

Satisfaction Ratings

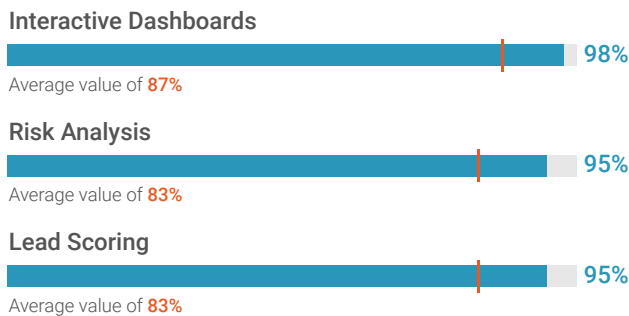


*N/A is displayed when fewer than five responses were received for the question.

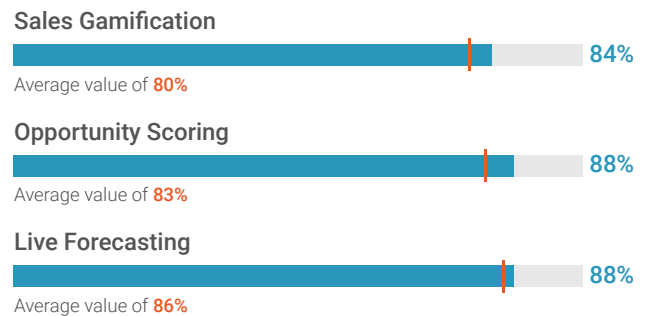
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
Zilliant



HQ LOCATION
Austin, TX



YEAR FOUNDED
1999



EMPLOYEES (LISTED ON LINKEDIN™)
184



COMPANY WEBSITE
www.zilliant.com



BrightTarget

★★★★☆ (10)

BrightTarget has been named a Niche vendor based on receiving a relatively low customer Satisfaction score and having a small Market Presence. 70% of users rated it 4 or 5 stars, 63% of users believe it is headed in the right direction, and users said they would be likely to recommend BrightTarget at a rate of 75%. BrightTarget is also in the Predictive Analytics category.

Satisfaction Ratings

Quality of Support



Ease of Use



Meets Requirements



Ease of Admin



Ease of Doing Business With

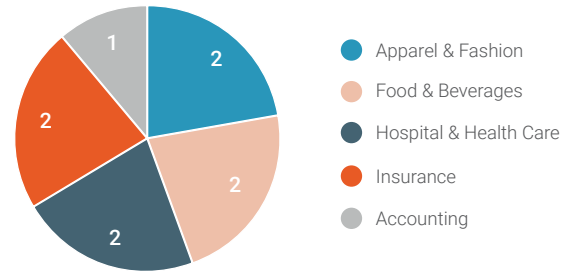


Ease of Setup



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Highest-Rated Features

Activity Tracking



Lowest-Rated Features

Activity Tracking



OWNERSHIP
Sidetrade



HQ LOCATION
Boulogne-Billancourt,
France



YEAR FOUNDED
2000



**EMPLOYEES (LISTED
ON LINKEDIN™)**
187



COMPANY WEBSITE
www.sidetrade.com

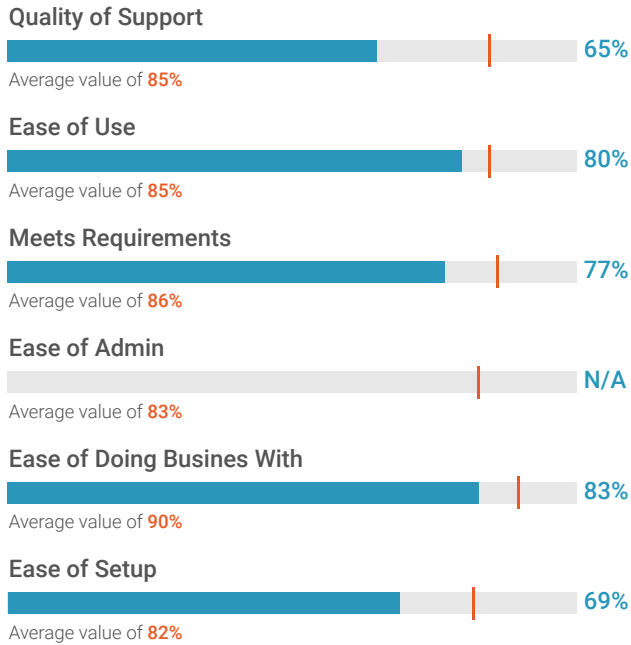


VisualizeROI

★★★★☆ (12)

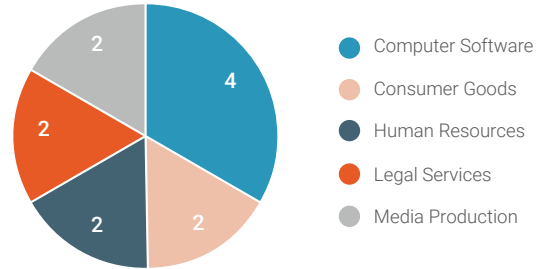
VisualizeROI has been named a Niche vendor based on receiving a relatively low customer Satisfaction score and having a small Market Presence. 67% of users rated it 4 or 5 stars, 78% of users believe it is headed in the right direction, and users said they would be likely to recommend VisualizeROI at a rate of 72%.

Satisfaction Ratings

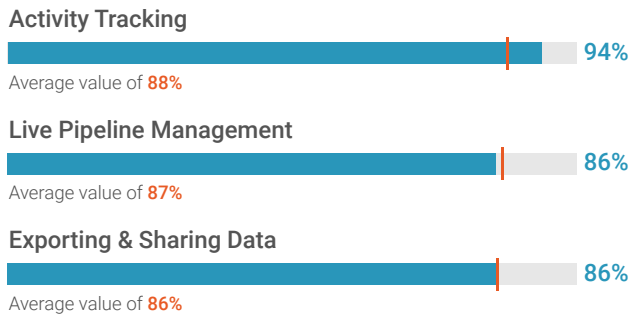


*N/A is displayed when fewer than five responses were received for the question.

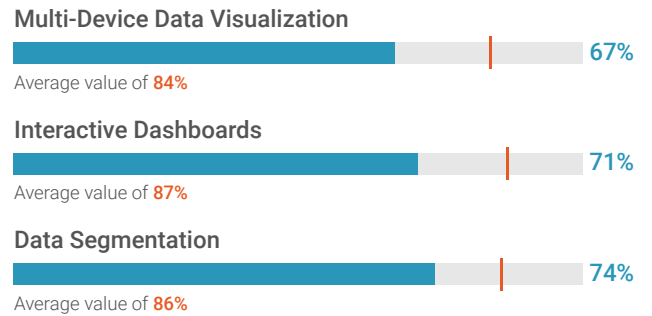
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



OWNERSHIP
VisualizeROI



HQ LOCATION
San Francisco, CA



YEAR FOUNDED
2011



EMPLOYEES (LISTED
ON LINKEDIN™)
8



COMPANY WEBSITE
www.VisualizeROI.com

Satisfaction Ratings for Sales Analytics

G2 Crowd users rated software vendors' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
Tableau Desktop	87%	93%	89%	81%	84%	85%	83%	86%	55
Clari	92%	98%	90%	89%	97%	93%	92%	93%	75
InsightSquared	91%	91%	90%	87%	94%	94%	85%	89%	69
Oracle	77%	75%	87%	76%	80%	79%	75%	79%	16
sales-i	86%	91%	86%	86%	90%	89%	83%	84%	46
Aviso	77%	87%	83%	78%	92%	89%	91%	84%	24
Datahug	90%	95%	88%	91%	97%	93%	89%	91%	62
InsideSales.com Predictive Playbooks	92%	95%	88%	83%	97%	88%	83%	90%	76
Upsales	100%	100%	96%	83%	94%	95%	91%	94%	100
TopOPPS	90%	96%	85%	85%	93%	90%	87%	86%	57
Azurepath	85%	88%	88%	N/A	N/A	82%	N/A	91%	50
FunnelSource	83%	100%	86%	N/A	N/A	86%	N/A	89%	27
InfusionSoft	77%	67%	79%	70%	77%	79%	61%	68%	9
Looker	79%	58%	85%	N/A	N/A	83%	N/A	76%	60
Zilliant IQ	80%	83%	88%	N/A	N/A	86%	N/A	85%	6
BrightTarget	75%	63%	75%	N/A	N/A	71%	N/A	76%	25
VisualizeROI	72%	78%	77%	N/A	83%	65%	69%	80%	8
Average	84%	86%	86%	83%	90%	85%	82%	85%	45

* N/A is displayed when fewer than five responses were received for the question.

Feature Comparison for Sales Analytics

G2 Crowd users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Data Sourcing

	Data Sourcing	Exporting & Sharing Data	Multi-Device Data Visualization	Interactive Dashboards	Data Segmentation
Tableau Desktop	89%	85%	86%	93%	88%
Clari	89%	77%	86%	90%	89%
InsightSquared	89%	90%	89%	93%	89%
Oracle		83%		85%	83%
sales-i	84%	86%	82%	79%	82%
Aviso	N/A	N/A	N/A	N/A	N/A
Datahug	N/A	N/A	N/A	N/A	N/A
InsideSales.com Predictive Playbooks	93%	95%	91%	94%	91%
Upsales	91%	93%	80%	95%	95%
TopOPPS	84%	69%	78%	84%	85%
Azurepath	N/A	N/A		N/A	N/A
FunnelSource	93%	88%	94%	84%	83%
InfusionSoft	83%	85%	81%	80%	82%
Looker	N/A	86%	N/A	91%	78%
Zilliant IQ	89%	95%	93%	98%	95%
BrightTarget	N/A	N/A	N/A	N/A	N/A
VisualizeROI	N/A	86%	67%	71%	74%
Average	88%	86%	84%	87%	86%

* N/A is displayed when fewer than five responses were received for the question.

** A blank box indicates that a vendor has selected that they do not offer that feature.

Feature Comparison for Sales Analytics

G2 Crowd users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Predictive Analytics

	Lead Scoring	Opportunity Scoring	Risk Analysis	Live Forecasting
Tableau Desktop	78%	77%	81%	80%
Clari	80%	85%	77%	91%
InsightSquared	81%	82%	81%	86%
Oracle	87%	88%	83%	88%
sales-i		60%		
Aviso	N/A	N/A	N/A	N/A
Datahug	N/A	N/A	N/A	N/A
InsideSales.com Predictive Playbooks	88%	90%	90%	89%
Upsales	86%	90%		94%
TopOPPS	79%	92%	82%	87%
Azurepath	77%	80%	77%	86%
FunnelSource	N/A	N/A	N/A	84%
InfusionSoft	79%	81%	79%	78%
Looker	N/A	N/A	N/A	N/A
Zilliant IQ	95%	88%	95%	88%
BrightTarget	N/A	N/A	N/A	N/A
VisualizeROI	N/A	N/A	N/A	N/A
Average	83%	83%	83%	86%

* N/A is displayed when fewer than five responses were received for the question.

** A blank box indicates that a vendor has selected that they do not offer that feature.

Feature Comparison for Sales Analytics

G2 Crowd users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Sales Management

	Live Pipeline Management	Sales Gamification	Account-Based Analytics	Activity Tracking
Tableau Desktop	77%	78%	83%	84%
Clari	94%	79%	82%	81%
InsightSquared	91%	83%	88%	90%
Oracle	84%	86%	85%	88%
sales-i	71%	71%	83%	83%
Aviso	N/A	N/A	N/A	N/A
Datahug	N/A	N/A	N/A	N/A
InsideSales.com Predictive Playbooks	93%	86%	86%	93%
Upsales	100%	73%	94%	94%
TopOPPS	89%	79%	81%	87%
Azurepath	86%	77%	83%	86%
FunnelSource	95%	86%	81%	94%
InfusionSoft	86%	84%	86%	87%
Looker	74%	N/A	84%	N/A
Zilliant IQ	92%	84%	90%	94%
BrightTarget	N/A	N/A	N/A	80%
VisualizeROI	86%	N/A	83%	94%
Average	87%	80%	85%	88%

* N/A is displayed when fewer than five responses were received for the question.

** A blank box indicates that a vendor has selected that they do not offer that feature.

Additional Data for Sales Analytics

Additional product data such as customer segments, deployment and implementation, user adoption and ROI, or market presence is displayed below.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Tableau Desktop	20%	37%	43%
Clari	8%	24%	68%
InsightSquared	37%	61%	1%
Oracle	22%	24%	54%
sales-i	42%	52%	6%
Aviso	0%	55%	45%
Datahug	5%	81%	14%
InsideSales.com Predictive Playbooks	35%	30%	35%
Upsales	58%	42%	0%
TopOPPS	12%	88%	0%
Azurepath	50%	20%	30%
FunnelSource	36%	36%	27%
InfusionSoft	77%	13%	10%
Looker	42%	58%	0%
Zilliant IQ	25%	42%	33%
BrightTarget	44%	22%	33%
VisualizeROI	33%	50%	17%
Average	32%	43%	24%

* N/A is displayed when fewer than five responses were received for the question.

Additional Data for Sales Analytics

Additional product data such as customer segments, deployment and implementation, user adoption and ROI, or market presence is displayed below.

Implementation

	Deployment		Implementation Time	Implementation Method			Number of Users Purchased	Contract Term
	Cloud	On-Premise	Avg. Months to Go Live	In-House Team	Vendor Services Team	Third-Party Consultant	Median Number of Users Bought	Avg. Contract Term (Months)
Tableau Desktop	0%	100%	1.7	88%	8%	4%	17	8
Clari	94%	6%	2.0	75%	25%	0%	75	14
InsightSquared	100%	0%	1.0	66%	34%	0%	17	17
Oracle	62%	38%	4.3	50%	38%	13%	12	20
sales-i	85%	15%	2.2	59%	41%	0%	17	15
Aviso	94%	6%	3.1	43%	57%	0%	75	12
Datahug	83%	17%	0.5	85%	15%	0%	37	14
InsideSales.com Predictive Playbooks	60%	40%	N/A	N/A	N/A	N/A	N/A	N/A
Upsales	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TopOPPS	100%	0%	1.1	75%	25%	0%	37	14
Azurepath	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FunnelSource	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
InfusionSoft	80%	20%	3.0	78%	22%	0%	3	6
Looker	100%	0%	N/A	N/A	N/A	N/A	N/A	N/A
Zilliant IQ	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BrightTarget	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
VisualizeROI	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* N/A is displayed when fewer than five responses were received for the question.

Additional Data for Sales Analytics

Additional product data such as customer segments, deployment and implementation, user adoption and ROI, or market presence is displayed below.

User Adoption

	User Adoption
	Average User Adoption
Tableau Desktop	52%
Clari	79%
InsightSquared	65%
Oracle	63%
sales-i	62%
Aviso	64%
Datahug	71%
InsideSales.com Predictive Playbooks	N/A
Upsales	N/A
TopOPPS	73%
Azurepath	N/A
FunnelSource	N/A
InfusionSoft	68%
Looker	N/A
Zilliant IQ	N/A
BrightTarget	N/A
VisualizeROI	N/A
Average	66%

* N/A is displayed when fewer than five responses were received for the question.

Additional Data for Sales Analytics

Additional product data such as customer segments, deployment and implementation, user adoption and ROI, or market presence is displayed below.

Market Presence

	Vendor Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Vendor)	LinkedIn Followers	Twitter Followers (Vendor)	Klout Score (Vendor)	Glassdoor Rating	Alexa Web Traffic Rank
Tableau Desktop	Tableau Software	2003	\$827	3,801	240,524	118,240	82	3.7	3,426
Clari	Clari	2012	N/A	103	4,413	1,347	49	4.1	93,395
InsightSquared	InsightSquared	2010	N/A	140	6,884	8,629	62	4.4	59,692
Oracle	Oracle	1977	\$37,047	163,582	2,491,094	701,563	91	3.4	398
sales-i	sales-i	2008	N/A	83	3,698	3,656	49	4.1	392,972
Aviso	Aviso, Inc.	2012	N/A	72	950	799	44	4.0	578,979
Datahug	CallidusCloud	1996	\$207	1,253	29,533	3,549	75	3.8	206,205
InsideSales.com Predictive Playbooks	insidesales.com	2004	N/A	419	16,504	24,334	58	3.3	85,684
Upsales	Upsales	2003	N/A	56	2,626	158	31	N/A	438,161
TopOPPS	TopOPPS	2014	N/A	28	469	646	45	5.0	1,938,404
Azurepath	Azurepath	2015	N/A	1	9	373	26	N/A	6,612,987
FunnelSource	Funnelsource Inc.	2008	N/A	5	73	276	25	N/A	9,054,690
InfusionSoft	Infusionsoft	2001	N/A	683	17,195	40,224	78	3.6	742
Looker	Looker	2012	N/A	456	15,847	5,445	58	4.7	17,801
Zilliant IQ	Zilliant	1999	N/A	184	3,483	3,718	46	4.0	1,215,793
BrightTarget	Sidetrade	2000	N/A	187	7,660	6,028	52	3.2	1,024,989
VisualizeROI	VisualizeROI	2011	N/A	8	71	42	19	N/A	0

* N/A is displayed when fewer than five responses were received for the question.