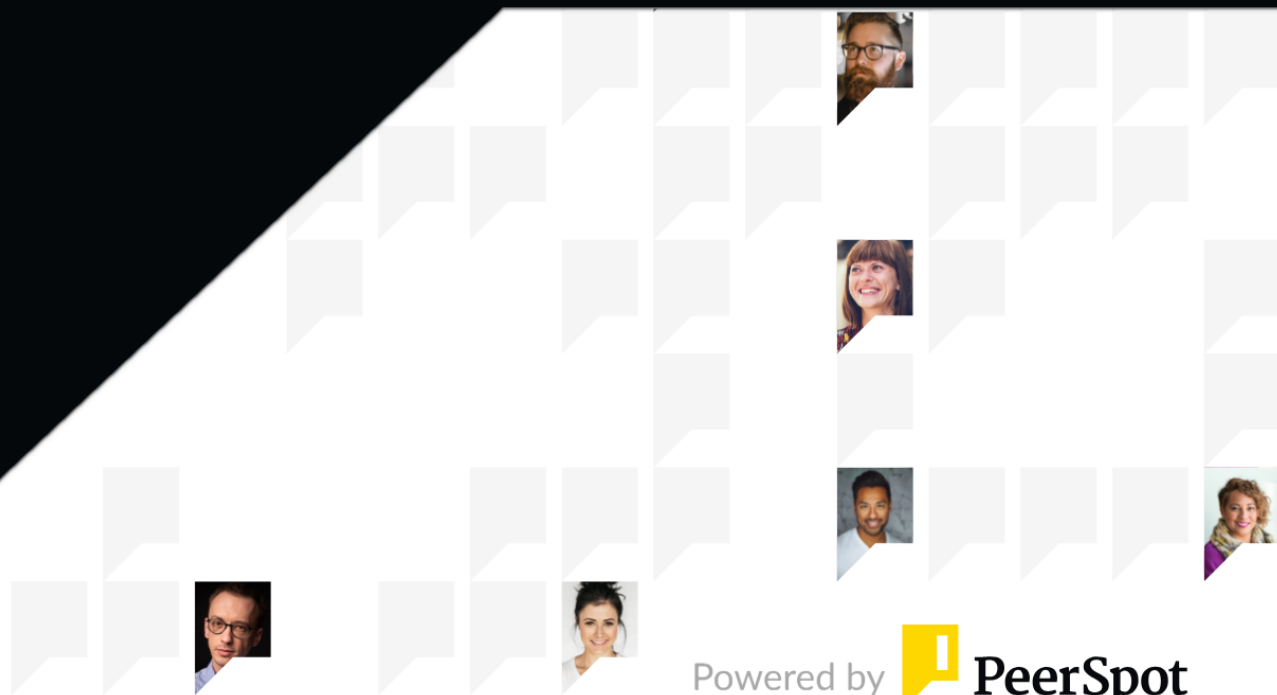




Outreach

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Outreach

Outreach Recap

Outreach specializes in streamlining communications, integrating automation and AI for optimal engagement. It connects with platforms like Salesforce, DiscoverOrg, and Sales Navigator to enhance sales enablement IT stacks and supports application deployment to GCP and AWS.

Outreach is tailored for businesses seeking efficient management of Git workflows and application deployments. Its intuitive interface and integration with tools like Sales Navigator for social selling enhance user experience, although user adaptability may vary due to its complexity. Automation captures real-time meeting data, fostering efficient prospecting through Salesforce and DiscoverOrg integrations. Challenges include processing efficiency with large data sets, mobile app limitations for traveling sales personnel, and the interface's complexity for first-time users. Enhancements in data reporting, such as email engagement metrics and flexible views, would improve user adaptability.

What key features does Outreach offer?

- Information Filtering: Efficiently manages sensitive data.
- Git Workflow Management: Streamlines software development processes.
- Cloud Platforms Deployment: Integrates with AWS and GCP for cloud solutions.
- AI and Automation: Enhances engagement with real-time data capture.
- Sales Navigator Integration: Boosts social selling strategies.
- Analytics: Provides clear data insights for decision making.
- Outreach Everywhere Plugin: Facilitates communication with marketing content links.

What benefits and ROI should users look for?

- Efficient Engagement: Drive enhanced interactions with AI integration.
- Improved Prospecting: Leverage CRM and DiscoverOrg for increased effectiveness.
- Enhanced Social Selling: Connect seamlessly with Sales Navigator.
- Streamlined Communication: Simplify responses using snippets and plugins.
- Data-Driven Decisions: Utilize clear analytics for effective strategies.

Organizations utilize Outreach across sectors such as marketing, sales, and technology, facilitating tasks like UI website development and sales role enablement. It aids teams in setting up sequences, tracking activities, and running campaigns, enabling content creators and marketers to ensure seamless system functionality.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Outreach is also very cost-effective compared to Freshsales and other alternatives, and it has helped us achieve our marketing goals and reach out to more customers easily, improving my organization's productivity for the last five years.”



Evelina Mungai

Digital Marketing Manager at Unilever

- ✓ “Outreach has positively impacted my organization by streamlining how we work individually and allowing us to see what others are doing.”



Sarah G

Account Executive at a marketing services firm with 1-10 employees

- ✓ “When it comes to time saved, I would say approximately half an hour of an SDR's time daily, which is quite a significant improvement, and when it comes to meetings booked, especially from cold calls, we managed to book almost two times more cold calling leads.”



Validated user

SDR at a consultancy with 51-200 employees



“The best features Outreach offers are the organization of having the tasks for the day lined up and showing activity as far as being able to put down notes and record activity that I have had within Outreach.”



Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees



“Outreach has impacted our organization positively because it has become a medium for us to reach out to an audience which we were not able to reach out to earlier.”



Validated user

Director at a outsourcing company with 11-50 employees



“Outreach has positively impacted my organization by helping us reduce the sales cycle from nine months to six months, which is very significant.”



Alfredo Cordero

Account Executive SR. at ALUS



“Outreach has positively impacted my organization by enabling me to double the number of contacts I can engage with over calls, thereby allowing me to double my outreach effectively.”



ShreyaShreya

Account Manager at a tech vendor with 1,001-5,000 employees

What users had to say about valuable features:

“The best features Outreach offers are the organization of having the tasks for the day lined up and showing activity as far as being able to put down notes and record activity that I have had within Outreach. Outreach has positively impacted our organization by helping us as sales representatives to organize our tasks for the day and reach out to our current customers and our prospects that we are trying to sell to..”

Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees

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“Outreach's integrations are the biggest advantage of the platform. Reporting also is very strong. When it comes to tracking cold calls and emails and how they perform and which steps you have to take, it is excellent. Sequences and the task view, which was called Focus Time, are valuable features. When it comes to completing tasks one by one, it was very helpful to schedule my work.

“Whenever my workday started at 9:00 AM, I would always go to Outreach and start my tasks. I was up to speed with everything, had all my tasks completed, and knew what I had to do or if I had to add any other leads to my campaigns. It was very helpful when it comes to speeding up my work because I didn't have to go through a lot of worksheets or Google Sheets to find all the people that I had to reach out to. When it comes to reporting, the benefit of not having to go through multiple sheets and multiple tools was significant because everything was connected in Outreach. I had all reports in one space, including LinkedIn plus emails plus cold calls..”

Validated user

SDR at a consultancy with 51-200 employees

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“The best features Outreach offers include reporting, as you can do many things through other tools, but you do not really have visibility on effectiveness. Additionally, it keeps everything organized and is easy to use once you get familiar with it. While it takes a bit of setup initially to create workflows, it becomes very intuitive and sometimes automatic at each step.

“For me as an Account Executive, the most valuable insights or data from the reporting features include knowing not only when my prospects open an email but the number of times they do. I want to see if they have opened the email multiple times, as those are signals that matter and indicate that the deal is hot, prompting me to follow up immediately.

“Outreach has positively impacted my organization by streamlining how we work individually and allowing us to see what others are doing. If a peer of mine is having success with the same type of workflow, it indicates to me what steps I might be missing and allows me to clone or duplicate an effective sequence for my use..”

Sarah G

[Read full review](#) 

Account Executive at a marketing services firm with 1-10 employees

“In my opinion, the best features Outreach offers are the sequence, the dialer, and the AI that analyzes meeting recordings.

“The sequence feature, dialer, and AI analysis have helped me significantly, as the dialer is the most efficient tool for my work throughout Latin America, and I am based in Mexico, making it essential to contact people across different countries.

“The AI analysis is excellent because I can see the insights and highlights of meetings, which I can share with others on the team to help them learn, and the AI enables me to make better decisions about next steps in deals, making it a very important aspect of the tool.

“Outreach has positively impacted my organization by helping us reduce the sales cycle from nine months to six months, which is very significant.

“The principal factor that has helped us shorten the sales cycle with Outreach is the automation..”

Alfredo Cordero

Account Executive SR. at ALUS

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“Outreach offers excellent customization and personalization of email templates, as well as auto-sequencing of emails based on behavioral engagement of the prospect, such as what to do after the prospect opens the email or what to do after the prospect clicks the email.

“The personalization feature stands out because with subject line personalization, we are able to address the first name of the particular prospect, which is a form of customization. In the email body, we are templating the industry name, so based on the industry that is mentioned for the prospect in the CRM, it automatically identifies what the email content should be. This becomes customization and personalization for that particular person as well as the company working with them.

“Outreach has impacted our organization positively because it has become a medium for us to reach out to an audience which we were not able to reach out to earlier.

“The specific outcomes showing the positive impact include a greater number of emails delivered to the inbox of the prospect. Additionally, the timeliness of email delivery has improved. Finally, the response rate and engagement rate of prospects have increased, which helps us to book meetings with them..”

Validated user

[Read full review](#) 

Director at a outsourcing company with 11-50 employees

“I find Outreach interconnected with our CRM, allowing me to see a quick view of incoming emails. This is essential for the first touch point. I often log my calls, which is a great feature since it enables me to simply tag them as connected or meetings set, making it easy to locate prospects without having to hunt for their names again. I can manage everything efficiently since I have logged the call with an appropriate outcome. I also feel that I have yet to delve into the sequence feature, which allows me to set follow-ups over email, phone calls, and LinkedIn using the create sequence tab.

“Regarding the AI feature, I find it about seventy percent accurate in summarizing what prospects say because people across Southeast Asia speak quickly in their languages and may mumble some words in English that are hard to recognize. It does a decent job, but I believe transcripts during calls would enhance the experience significantly.

“In my opinion, the best features that Outreach offers include the ability to tag calls I am making, which eases a lot of my workflow, as I can see whom I connected with last year. The homepage dashboard also shows upcoming tasks related to calls, emails, and other engagements, enabling me to keep track of my daily activities.

“The call tagging feature has significantly changed my workflow. It saves me a lot of time by helping me recall conversations with connections through the call disposition tab. The dashboard is intuitive and allows me to see upcoming tasks easily, so I can stay prepared and plan my day effectively to make sales happen.

“I would like to emphasize the Kaia feature again. I previously mentioned that I would appreciate it if it could summarize call content in real-time, similar to closed-captioning, since it is sometimes difficult to understand participants from Southeast Asia during calls. Having an underlying caption would certainly help ease my workday.

“Outreach has positively impacted my organization by enabling me to double the number of contacts I can engage with over calls, thereby allowing me to double my outreach effectively. Doubling my outreach has directly led to more meetings booked and consequently increased sales and other related metrics thanks to the

higher volume of prospect interactions..”

ShreyaShreya

Account Manager at a tech vendor with 1,001-5,000 employees

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Other Solutions Considered

“Before Outreach, we used Gong, which is good and quite similar, but we switched to Outreach because it is a more complete tool that represents the next step for us..”

Alfredo Cordero

Account Executive SR. at ALUS

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“I have seen a return on investment, having used other solutions such as Apollo, and we switched to Outreach mainly because Apollo did not adequately bridge the integrations between our CRM and call applications..”

Sarah G

Account Executive at a marketing services firm with 1-10 employees

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ROI

Real user quotes about their ROI:

“I have not seen a return on investment in a quantifiable manner, as I am not able to share relevant metrics such as time saved or more meetings booked..”

ShreyaShreya

Account Manager at a tech vendor with 1,001-5,000 employees

[Read full review](#) 

“I have not seen a return on investment for Outreach. I cannot share any relevant metrics such as time saved or other benefits because I am an end user..”

Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees

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“The principal return on investment from Outreach is that the reduced sales cycle allows us to secure money more easily and in a shorter time frame, which we consider significant..”

Alfredo Cordero

Account Executive SR. at ALUS

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“I have seen a return on investment, having used other solutions such as Apollo, and we switched to Outreach mainly because Apollo did not adequately bridge the integrations between our CRM and call applications..”

Sarah G

Account Executive at a marketing services firm with 1-10 employees

[Read full review](#) 

Use Case

“My main use case for Outreach is for prospecting and calling, cold calling, cold emails, and communication with ongoing prospects. In my daily workflow using Outreach, I have call tasks queued up and email tasks queued up for my prospecting to try and get first meetings with new prospects. I primarily specialize in new logo business sales at a SaaS company. Here at Ignite, that is what we are, and I use it every single day to do call tasks and call through to try and reach prospects. The biggest thing about my main use case is calling and emailing..”

Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees

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“Outreach is primarily used by our BDR, sales, and marketing team for email marketing and email nurtures. We formulate email templates and send automated emailers to our prospects using Outreach.

“We wanted to build top-of-mind awareness for our prospects on our product and services, so we identified all the prospects we wanted to send emails to who had not engaged with us over the last three to four months. We then built out an email template using Outreach and scheduled and sequenced a five-sequence email campaign using Outreach to build top-of-mind awareness for our prospects..”

Validated user

Director at a outsourcing company with 11-50 employees

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“I have been using Outreach for more than six months constantly. It is a daily part of my role while reaching out to prospects, and it is one of the pages where I constantly look up to.

“I particularly use Outreach for two main use cases: first, for calling prospects on a day-to-day basis and creating tasks for my calls. Although it is not interconnected to our HubSpot right now, I have to manually manage the calling tasks. Additionally, there is the Kaia feature that I use consistently to understand outcomes and suggestions, as I primarily talk to folks in Southeast Asia. This feature is great for understanding what prospects say after the call ends, helping to reconfirm details due to potential language barriers. My daily outreach primarily revolves around cold calls, and I can view reports and dashboards for this..”

ShreyaShreya

Account Manager at a tech vendor with 1,001-5,000 employees

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“I used Outreach mostly for cold outreach as well as for reaching inbound leads. Whenever someone would come to our website, visit pricing, or show interest, we had an integration built with Clay, Salesforce, and Outreach to reach those people.

“Whenever someone would visit our website and signed up for a book a demo form but they didn't set up a meeting in a calendar, we would also add them to an Outreach campaign sequence. We had several steps including cold calls, cold emails, and using LinkedIn. We then observed how that performed and used it to optimize our approach..”

Validated user

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SDR at a consultancy with 51-200 employees

“My main use case for Outreach is prospecting new leads to open new opportunities with clients in my day-to-day work.

“A specific example of how I use Outreach for prospecting is that I make different sequences to send multiple emails from different ICPs and maintain a record for all my calls while using Outreach Dialer to make outbound calls from the ICPs.

“Outreach fits into my workflow significantly because we constantly need to open the market with different industries and different people, so contacting a lot of people becomes easier with this tool..”

Alfredo Cordero

[Read full review](#) 

Account Executive SR. at ALUS

“My main use case for Outreach is to sequence and create workflows that guide us through prospecting and outbound activities.

“A specific example of how I use Outreach for sequencing and workflows involves pulling a list of targeted prospects, usually from Store Leads or Apollo, or a combination of the two. From there, I leverage the integrations with our CRM. I have used it most commonly alongside Salesforce, allowing me to quickly pull in the contact data to add prospects to whatever sequence. It first sends out the email based on whatever steps I provide, then reminds me to place a phone call or follow them on LinkedIn until that task is complete. At the end of it all, it provides data and reporting so that I can see how effective each of those steps were, including open rates, emails that bounced, who answered, who expressed interest, and who unsubscribed.

“I have also used Outreach when it was not necessarily needed for the prospecting piece or the sequences, acting as a bridge to connect two different platforms that we had that did not integrate with each other, specifically Salesforce and Nooks..”

Sarah G

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Account Executive at a marketing services firm with 1-10 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The deployment can be a bit overwhelming at first due to the large amount of documentation. This can lead to a rocky start when trying to get the deployment going. However, once you understand how the different services interact, things will go much more smoothly. It's similar to other cloud and AI services in that you need to grasp how the platform works from start to finish. I think the documentation helps make this clearer..”

NUR HAQUE

Frontend Developer at The Alt Cloud

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Customer Service and Support

“Our experience with customer support has been positive; we have a very good account manager who assists us with any billing issues, and technically, we are in good standing..”

Alfredo Cordero

Account Executive SR. at ALUS

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“My organization handled user adoption and training for Outreach easily because the customer support was always supportive in case we had any issue. The customer support for Outreach is very unparalleled, supportive, proactive, and great..”

Evelina Mungai

Digital Marketing Manager at Unilever

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“The support team plays a major role in handling various tasks like scheduling meetings and accommodating changes in plans. They are supportive and capable of managing both main and smaller companies..”

Ayush Raj

Web Developer Internship at NeuroNexus Innovations

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“The customer support for Outreach is pretty good. I have never called Outreach customer support directly. I work through our channels internally on Slack, so based on what I have seen in the quickness of them working with our point of contact, I would probably say it is about a seven or an eight..”

Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees

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Other Advice

“My advice for others considering Outreach is to definitely choose it. It is a great tool for sales teams to stay organized and efficiently plan their days to achieve more meetings. I would rate this review nine out of ten..”

ShreyaShreya

Account Manager at a tech vendor with 1,001-5,000 employees

[Read full review](#) 

“My advice to others looking into using Outreach is that it is a very easy tool to use, and they have a very good AI feature in the tool that can help improve your work. Everything about Outreach is excellent. I would rate this product a 10..”

Alfredo Cordero

Account Executive SR. at ALUS

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“I do not have anything else to add about the features. Regarding Outreach's AI capabilities, I do not know much about its governance and security. Regarding Outreach's AI capabilities, I think its accuracy and reliability of output are pretty good. I would rate Outreach a seven overall..”

Gregory Roland

Account Executive at a tech vendor with 1,001-5,000 employees

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“Outreach is best suited for enterprises with a large enough sales or BDR team of four or more members. If you have a five-plus sales team or a BDR team, Outreach is a must-have tool for you. As you implement Outreach, explore and warm your email domains using Outreach first before you send out emails to prospects. I would rate Outreach a nine on a scale of one to ten..”

Validated user

Director at a outsourcing company with 11-50 employees

[Read full review](#) 

“When it comes to time saved, I would say approximately half an hour of an SDR's time daily. This is quite a significant improvement. When it comes to meetings booked, especially from cold calls, we managed to book almost two times more cold calling leads.

“Outreach is pretty secure. I didn't have any negative effects when it comes to Outreach's AI capabilities, so I can say that I trust it.

“I didn't actually use Outreach AI that much, so it's hard for me to say because we used AI mostly in [Clay](#) and we connected it with Outreach. Therefore, I don't have an opinion on that.

“I would rate this product an 8 out of 10..”

Validated user

SDR at a consultancy with 51-200 employees

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“I have definitely seen time saved using Outreach, as we always set it up to send out the first email manually to curate messaging and add custom touchpoints. After that, everything is automated up until the point where it asks me to connect with them on LinkedIn or make a phone call. The email portions are automatically run on the schedule I create, saving me a ton of time, as I am not manually sending these out. It also helps us understand timing better, knowing when to reach back out based on prospect behavior, such as their opening frequency or forwarding to team members.

“I felt that Outreach's governance and security are really secure, with many customization options available for admins that can address issues such as deliverability and compliance, tailored to specific states or industries.

“The accuracy and reliability of Outreach's output align with my steps and variables, but the data quality of other integrated tools can cause issues if they lack completeness, requiring manual checks to avoid sending sloppy or auto-generated

messages.

“Outreach is deployed in my organization in various ways; I primarily use it through my browser, but I have also used a desktop app and an extension, which helps when I am navigating other sites or systems such as Salesforce.

“We use [Google Cloud](#) with Outreach, as we use Gmail for our email communication.

“I would advise others looking into using Outreach to consider that it is one of the strongest sales engagement platforms available, helping reps stay disciplined and automate repetitive tasks, providing visibility on messaging effectiveness. However, ensure that other necessary tools and processes are well configured before implementation, as it works best when there is dedicated admin support for setup and training. I would rate this product a seven out of ten..”

Sarah G

Account Executive at a marketing services firm with 1-10 employees

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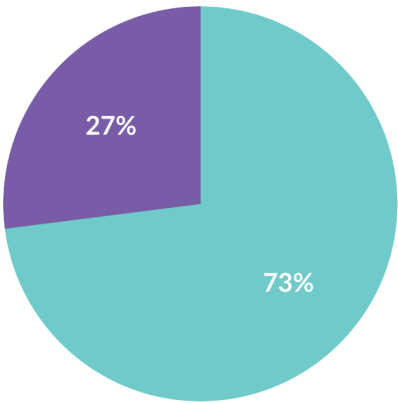
Top Industries

by visitors reading reviews

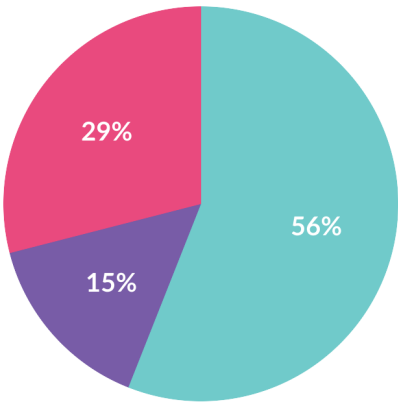


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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