

aws marketplace

Outreach

Reviews, tips, and  
advice from real users



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# Product Recap



Outreach

# Outreach Recap

Outreach, the leading Sales Engagement Platform, accelerates revenue growth by optimizing every interaction throughout the customer lifecycle. The platform manages all customer interactions across email, voice and social, and leverages machine learning to guide reps to take the right actions.

Thousands of customers, including Cloudera, Glassdoor, Pandora, and Zillow, rely on Outreach to drive predictable and measurable growth, increase efficiency and effectiveness of customer-facing teams, and improve visibility into sales activity and performance.

# 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

- ✓ “The solution facilitates Git workflow management, enabling me to handle various pull requests from team members. Additionally, I use these tools to deploy applications to different cloud providers, such as GCP and AWS, including AWS EC2 services. The automation tools also streamline testing processes for the code submitted by other developers.”



**NUR HAQUE**

Frontend Developer at The Alt Cloud

- ✓ “Outreach is very good when engaging with sponsors to understand their expectations.”



**Ayush Raj**

Web Developer Internship at NeuroNexus Innovations



“It's allowed us greater visibility into the number of touches it takes to generate a real opportunity as well as overall visibility to seller activity. We are getting better data on what messaging works when reaching out to prospects.”



**Verified user**

Digital Marketing Manager at a tech vendor with 51-200 employees

What users had to say about valuable features:

“Outreach is very good when engaging with sponsors to understand their expectations. Knowing what a company expects from a community or a club helps when seeking sponsorship..”

**Ayush Raj**

Web Developer Internship at NeuroNexus Innovations

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I like the connection to Sales Navigator to support social selling efforts as well as the Outreach Everywhere plugin. Both of these facilitate easy communication with prospects. The Sales Navigator connection makes it easy to identify the right contact in SN, save them to a list in SN for interaction with at later dates. The Outreach Everywhere Chrome plugin makes it easy to see what's happening with a contact in SF. Snippets are also really effective in reducing the time sellers spend hunting for content. They can easily respond to a customer's request with links to content the marketing organization builds for them..”

**Verified user**

[Read full review](#) 

Digital Marketing Manager at a tech vendor with 51-200 employees

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“According to my experience, the best features Outreach offers are its helpfulness and effectiveness. It also offers a set of free trial and an intuitive, user-friendly interface. It offers sales engagement, revenue intelligence, and revenue operation functionality in a unified platform.

“Outreach leverages automation and artificial intelligence to help revenue leaders decrease the inefficiency and ineffectiveness of go-to-market activities and personnel across the revenue cycle.

“Outreach helps automate sequences and ensures consistent and timely customer engagement. I also appreciate that it provides clear analytics on opens, clicks, and replies to refine the outreach strategy. Additionally, the use of AI captures real-time meeting notes and action items, saving time and preventing missed details..”

**Evelina Mungai**

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Digital Marketing Manager at Unilever

# Use Case

“I was the PRN Outreach lead of my club and my college. In this role, I conducted promotions and approached sponsors for my events. I was responsible for organizing multiple events and reaching out to sponsors, students, and other stakeholders..”

**Ayush Raj**

Web Developer Internship at NeuroNexus Innovations

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“As a front-end developer, I use Outreach primarily to develop UI websites. For instance, I recently developed a speech comprehension-based application that processes user audio data, converts it to text via Outreach AI services, and then processes this transcription on the client side. This involves leveraging Outreach's AI capabilities for transcription and image recognition modeling tasks..”

**NUR HAQUE**

Frontend Developer at The Alt Cloud

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We use Outreach as our sales automation platform to enable sellers to be more efficient and effective in their outreach to prospects. We integrate into Salesforce, DiscoverOrg, and SalesNavigator. We use it for two teams in the US and several different teams across the UK and EMEA, about 48 actual sellers and seven managers/admins. We have one Salesforce administrator who works out the kinks between Salesforce and Outreach, we also have a marketing person who works to build content including snippets, templates, and sequences. She is also responsible for training users..”

**Verified user**

Digital Marketing Manager at a tech vendor with 51-200 employees

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“Outreach helps set up sequences and track activities such as notices and whether customers read email messages. It integrates with our CRM, which is Salesforce, and tracks contact name and information such as address, email, and phone. It is one of the foundational components of our sales enablement IT stack and provides quick and easy means to contact customers along with intelligence to track their engagement.

“The single best use I have for Outreach is to track quickly and easily whether contacts are viewing and opening email messages. I can get a sense of prospect engagement and how to craft follow-ups. I can get a clue if messages are potentially being shunted to a spam folder. When a customer opts out, Outreach is somewhat helpful, but it also allows us to still override and reach out, which may violate do-not-call registries.

“The sequences enable customer outreach and the ability to run drip campaigns easily, which is very helpful..”

**Evelina Mungai**

Digital Marketing Manager at Unilever

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# 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

“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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## Other Advice

“Outreach is very good for interacting and conducting marketing efforts, which allows you to understand the expectations of the audience and improve the product if needed.

I'd rate the solution nine out of ten..”

**Ayush Raj**

Web Developer Internship at NeuroNexus Innovations

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“I would recommend this product to other people. From my experience with the platform, I'd list some of the different services they provide. The AI tool really impressed me—it's quite accurate. That's one of the services I've had a very good experience with, and I'd mention it to others. However, one of the most important factors when getting involved with a new platform like Outreach is understanding how the different services work together and how the documentation is laid out.

I rate the overall product an eight out of ten. .”

**NUR HAQUE**

Frontend Developer at The Alt Cloud

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“I need to update or maintain Outreach, and the process is straightforward. Outreach integrates seamlessly with other platforms and tools that we use besides Salesforce.

“I manage data security and privacy with robust and secure features where Outreach provides top-notch security to our data, making it very secure. I have not experienced any challenges with user management or permissions in Outreach so far.

“I switched from [Freshsales](#) to Outreach because once one becomes a user of Outreach, it becomes very easy to use and user-friendly. 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.

“The best advice I would give to others looking into using Outreach is to take advantage of the calling feature. I can select my phone number from multiple available options, call prospects worldwide, and have the entire conversation recorded for my reference. This feature is my go-to feature every day. The recordings help me analyze my sales pitch and draw conclusions from the conversation. Outreach is a good sales and marketing tool. I would rate Outreach nine out of ten..”

**Evelina Mungai**  
Digital Marketing Manager at Unilever

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