



G2 insights: customer success and competitive analysis

96%

Satisfaction

the highest of all
outsourced sales
providers

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memoryBlue named G2 Category Leader

G2 is the world’s largest software and services review platform, where real customer feedback determines rankings. Being named a Category Leader means memoryBlue ranks among the top providers based on verified client satisfaction and market presence.

96% **satisfaction**—the highest of all outsourced sales providers

92% of reviewers would **recommend** memoryBlue

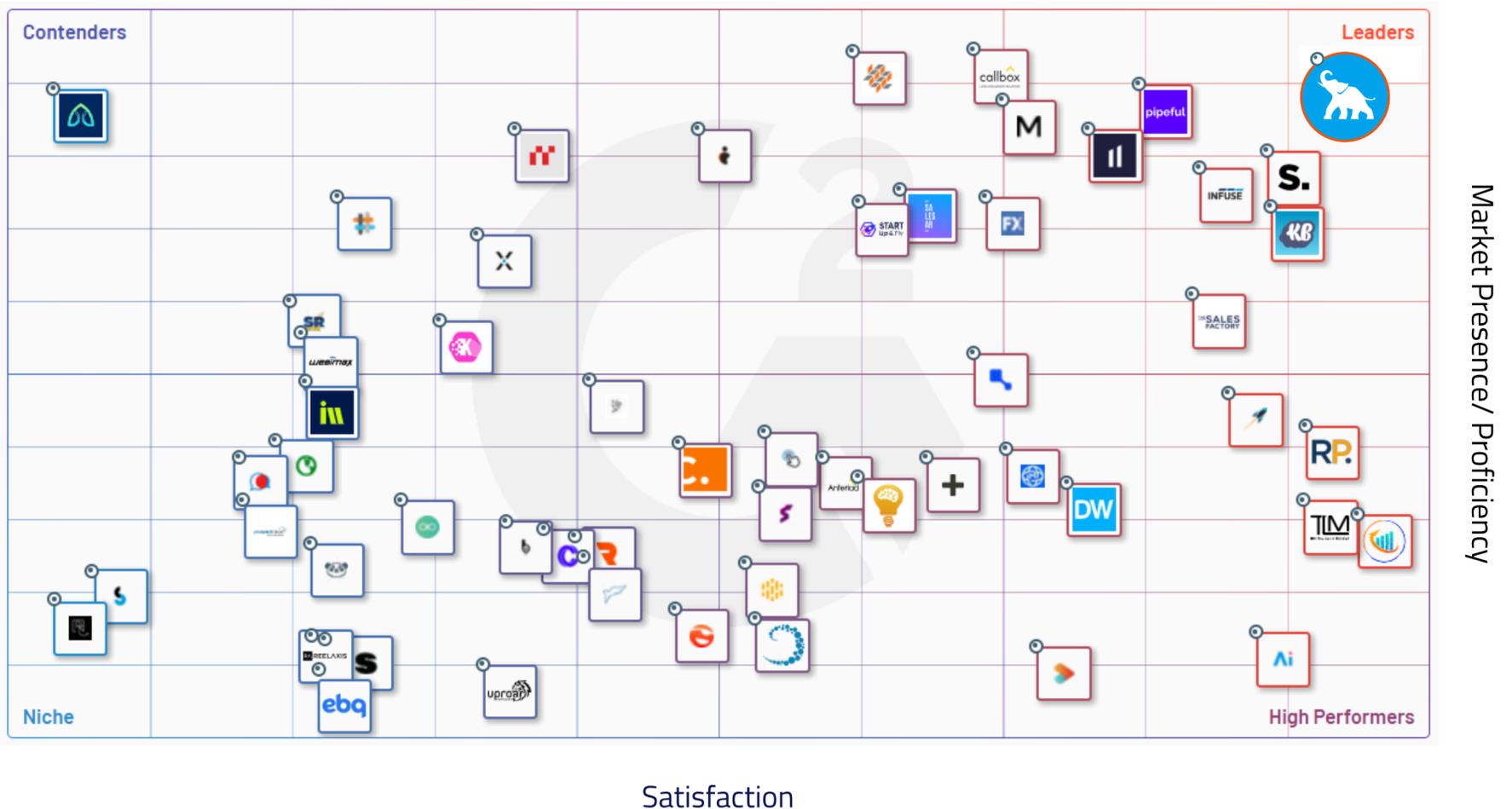
92% of reviewers praise **expertise of the team**

“memoryBlue didn’t just book meetings—they opened the right doors, helped us have the right conversations, and enabled our sales team to focus exclusively on qualified opportunities. This significantly changed the way we do business.”

Nick Nottleman
Senior Sales Engineer, Qualpay

[Read full story.](#)

Grid® for lead generation companies



The most responsive partner in outsourced sales

On G2, memoryBlue outperforms every other outsourced sales provider for satisfaction, responsiveness, and communication quality. Each quarter, G2 aggregates thousands of verified customer reviews to rate providers across core performance areas like satisfaction, usability, and support.

Clients consistently cite our proactive approach, clear reporting, and consultative support as key reasons they stay and grow with us.

#1

#1 on G2 for responsiveness and communication skills

96%

96% customer satisfaction across hundreds of verified reviews



Teams recognized for clarity, speed, and proactive engagement

Satisfaction ratings data

96%

Communication skills



Avg. 93%*

97%

Level of responsiveness



Avg. 94%*

* Grid® Report for Outsourced Sales Providers | Fall 2025



"They know their business!"

memoryBlue was tasked with helping us break into the US market for one of our new product lines. They were able to perform this admirably well. memoryBlue started by understanding our product, the domain and built subject matter expertise. memoryBlue's ability to covert this knowledge to go-to-market campaigns eventually led to a measurably better understanding of the personas to target, the size of the market, line of attack, what works vs doesn't, messaging and a lot of other GTM aspects.

Adithya C.
Enterprise (>1000 emp.)

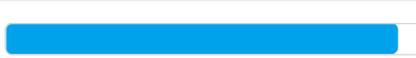
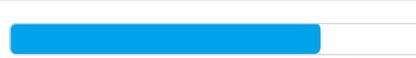
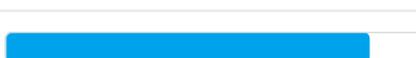


Competitive comparison: memoryBlue vs. CIENCE

G2 benchmarks providers using direct peer reviews—allowing buyers to compare vendors side-by-side based on real-world experiences.

On G2, memoryBlue outpaces CIENCE in every core performance category. Clients highlight our proven ability to deliver qualified meetings, execute complex outbound programs and maintain unmatched professionalism from kickoff to close.

- **Leads CIENCE on all 10 rated criteria**, including execution, ROI and account support
- **Exceptional meeting outcomes**—higher-quality opportunities and faster sales cycles
- **Professionalism that builds trust**—clients describe memoryBlue as an extension of their own team

Star rating	 ★ ★ ★ ★ ☆ 287 reviews	 ★ ★ ★ ★ ☆ 181 reviews
Communication skills	 96% Responses: 69	 67% Responses: 20
Responsiveness	 96% Responses: 69	 76% Responses: 20
Professionalism	 95% Responses: 69	 75% Responses: 20
Execution ability	 91% Responses: 69	 61% Responses: 19
Has the provider been a good partner in doing business?	 92% Responses: 70	 73% Responses: 30
Quality of work	 91% Responses: 69	 64% Responses: 19
Quality meetings	 86% Responses: 12	 69% Responses: 15
Meeting management	 90% Responses: 14	Not enough data
B2B lead development	 88% Responses: 12	 74% Responses: 15



Great comms and very proactive to work with you!

Comms every week with in depth detail on all activity and results, I also was able to hire two SDRs to my team, a great way to onboard someone who is used to talking about our solutions which minimises any risk for hiring into my team.

Manjit D.
 Inside Sales Leader
 Enterprise (>1000 emp.)



Competitive comparison: memoryBlue vs. Martal Group

Across every key performance category on G2, memoryBlue continues to outperform Martal Group—in the areas that matter most: lead development, meeting management and quality of work. Our focus on excellence at every stage of the sales cycle drives higher conversion and long-term client success.

- **Industry-leading lead development**—tailored, intent-based outreach that fuels real opportunities
- **Superior meeting management**—transparent process and structured follow-up every step of the way
- **Recognized for quality of work**—proactive teams who think like sellers, not schedulers

Star rating	  287 reviews	  124 reviews
Communication skills	 96% Responses: 69	 92% Responses: 32
Responsiveness	 96% Responses: 69	 93% Responses: 32
Professionalism	 95% Responses: 69	 92% Responses: 31
Execution ability	 91% Responses: 69	 89% Responses: 32
Has the provider been a good partner in doing business?	 92% Responses: 70	 92% Responses: 37
Quality of work	 91% Responses: 69	 91% Responses: 32
Quality meetings	 86% Responses: 12	 84% Responses: 21
Meeting management	 90% Responses: 14	 89% Responses: 11
B2B lead development	 88% Responses: 12	 87% Responses: 21



Taking outsourced SDR to the next level

The quality of the talent and the level of training memoryBlue provides is impressive. Their SDRs aren't just button-pushers—they understand how to tailor messaging, work closely with our internal team and use tools effectively. They regularly share insights and suggest adjustments to improve conversion rates, which makes them feel like true partners.

Boaz Y.
 Director of Marketing
 Mid-Market (51–1000 emp.)



Competitive comparison: memoryBlue vs. Televerde

When it comes to partnership quality, no one communicates or collaborates like memoryBlue. G2 reviewers consistently recognize us for leading the industry in communication and responsiveness, outperforming Televerde in what matters most—the ability to act fast, stay aligned and build trust that drives results.

- **Top-rated communication**—proactive, transparent, and always aligned with customer goals
- **Exceptional responsiveness**—fast feedback loops that accelerate sales outcomes
- **A true partner model**—teams embedded in your process, not operating outside of it

Star rating	  287 reviews	  34 reviews
Responsiveness	 97% Responses: 241	 97% Responses: 29
Communication skills	 96% Responses: 241	 94% Responses: 29



Proven partner for outbound success and pipeline growth

We needed a reliable, consistent way to get in front of new decision-makers and create more sales conversations. memoryBlue solved that by providing trained SDRs who could execute outbound prospecting calls and book meetings on our behalf. Their efforts have helped us build a healthier sales pipeline without burning out our internal team, freeing us up to focus on strategy, closing and client delivery.

Jonathan G.

Small-Business (50 or fewer emp.)



Professional & Great Deliverables

What sets them apart is their ability to truly understand how they can add value to our funnel. The meetings they've booked have not only been plentiful but also genuinely valuable, leading to strong engagement and promising opportunities. Having over delivered on their targets, going the extra mile to facilitate the onboarding of us and partners. In addition to their results, the customer service from memoryBlue has been exceptional. They're responsive, proactive, and genuinely invested in our success. Whether it's adjusting campaign strategies, providing timely updates, or simply being available to answer questions, their team makes collaboration easy and enjoyable. It's clear they care about building long-term partnerships, not just ticking boxes.

Verified User in Information Technology and Services

Enterprise >1000 emp.)



Competitive comparison: memoryBlue vs. Belkins

Responsiveness isn't just a metric—it's a mindset. G2 reviewers consistently place memoryBlue ahead of Belkins for responsiveness and follow-up, citing our ability to act quickly, stay engaged and maintain momentum across every campaign. That's how we turn activity into acceleration.

- **#1 for responsiveness**—every client, every time
- **Higher** response rates and **stronger** follow-up discipline than competing providers
- **Active communication culture**—our teams don't wait, they initiate

<h3>Star rating</h3>	 287 reviews	 89 reviews
<h3>Responsiveness</h3>	 97% Responses: 241	 96% Responses: 75



Best way to dip your toe into inside sales

Our business has a relatively small TAM, and many of the key players attend industry events/conferences, which has historically been our biggest business development driver. We've recognized there's a healthy slice of the market that we needed to find another way to get in front of. We didn't have a tech stack or SDR manager, so memoryBlue's ability to take that all off our plate while also enabling us to try the cold-calling experiment was very valuable. After almost a full year of running the memoryBlue campaign, we have the most robust sales pipeline we've had in my five years.

Ethan D.
Director Of Business Development
Mid-Market (51–1000 emp.)



Exceptional SDR Outsourcing Experience with memoryBlue

I appreciate their professionalism, responsiveness, and the quality of their SDRs. The onboarding process was smooth, and their team communicates regularly with clear updates and actionable insights. They truly feel like an extension of our internal sales team, always striving to exceed expectations. If you're looking to scale your outbound sales efforts without the overhead of hiring and training internally, memoryBlue is a great partner. Be prepared to invest some time upfront to align on messaging and goals, but expect strong communication and measurable results. Their team takes on the heavy lifting of prospecting and lead qualification, which allows our in-house sales team to focus on closing deals. This has led to a noticeable increase in qualified meetings and overall sales efficiency.

Verified User in Computer Software
Small-Business (50 or fewer emp.)



Competitive comparison: memoryBlue vs. CallBox

G2 reviewers rate memoryBlue ahead of Callbox for what matters most—execution ability, communication, and responsiveness. Our teams operate as true extensions of our clients’ sales engines, ensuring every outreach, meeting, and follow-up is handled with purpose and precision.

- **92% execution ability**—proven playbooks that deliver measurable ROI
- **Top-rated communication**—96% satisfaction for clarity and collaboration
- **Industry-best responsiveness**—97% rating from verified clients

Star rating	  287 reviews	  91 reviews
Execution ability	 92% Responses: 214	 91% Responses: 68
Communication skills	 96% Responses: 214	 95% Responses: 73
Expertise of team	 91% Responses: 213	 90% Responses: 69
Responsiveness	 97% Responses: 214	 96% Responses: 73
Quality of work	 91% Responses: 214	 91% Responses: 67
Likelihood to recommend	 91% Responses: 255	 89% Responses: 89



memoryBlue wasn't just an outsourced sales function; they became our strategic partner, constantly improving our processes and opening new market opportunities we had never considered.

Amber Britton
CEO, Doppler

[Read full story](#)

Pipeline and revenue growth, powered by people (and AI) you can trust

Sales growth isn't just about more dials and emails—it's about the right people, the right strategy and the right execution. But building and managing a high-performing sales team takes time, money, and resources that many organizations simply don't have.

That's where memoryBlue comes in. With a proven track record in outsourced sales, deep industry expertise, and a data-driven approach, we help companies scale revenue efficiently—whether they're launching new products, expanding into new markets or optimizing existing sales processes.

“Results, professionalism, proven processes, adaptability—memoryBlue is now part of our team, walking stride-for-stride with us as we grow our revenue.

Nate T.
Innovation BD Executive

“They're a core part of our GTM strategy. The process, continual learning, and real outcomes speak for themselves.

Kristen R.
VP of Marketing

Trusted by



What customers say about memoryBlue



Attentive to our specific needs and fully engaged in the process.

Our Memory Blue partner worked hard, acted quickly, communicated well and did exactly what we needed him to do...get initial appointments with industry targets. In addition he was professional and upbeat throughout the process.

John C.

Certified Sales and Leadership Coach
Small-Business (50 or fewer emp.)



Excellent SDR pipeline partner—5 great hires and counting!

memoryBlue helped us scale quickly with reliable talent without sacrificing quality. We've saved countless hours in recruiting and gained access to a pool of motivated, pre-trained SDRs.

Desiree B.

SDR Manager
Small-Business (50 or fewer emp.)



Results within weeks. Great team and great leadership.

We vetted several vendors and landed on MB.

We were short on customer service and new sales outreach. memoryBlue helped us shorten sales cycles and boost appointment counts.

Dan K.

Mid-Market (51–1000 emp.)



Pivotal for sales development organization growth and execution

memoryBlue has helped scale our SDR org's quickly, brought an added layer of talent screening, industry-leading prospecting best practices and a high degree of outbound culture/mindset.

Mike M.

Mid-Market (51–1000 emp.)



memoryBlue SMART services

What we do (better than anyone else): the SMART approach

At memoryBlue, we accelerate sales the SMART way—a holistic model that integrates Sales, Marketing, Academy, Recruiting and Technology.

S

SALES SERVICES

- Fully managed Sales Development Rep (SDR) teams dedicated to outbound prospecting and pipeline growth
- Accelerated growth with data-backed sales playbooks and multi-channel outreach
- Option to transition SDRs into in-house roles with the client
- Rising Stars program—Our proven career-acceleration model nurtures and promotes top SDR talent, ensuring a highly skilled, motivated salesforce

M

MARKETING SERVICES

- Integrated outbound strategies to amplify demand generation and ABM efforts
- Multi-touch engagement that aligns with marketing campaigns and product launches
- Market intelligence and messaging insights to refine ICP targeting and enhance sales campaigns

A

ACADEMY TRAINING

- Best-in-class sales training designed to ramp SDRs 3x faster than the industry average
- Custom sales training for clients looking to up skill their teams
- Proven curriculum focused on objection handling, negotiation and strategic selling

R

RECRUITING SERVICES

- On-demand access to top-tier sales talent (SDRs, ISRs, AEs and a range of other revenue roles)
- Faster time-to-hire—fill sales roles in 16 days on average
- Exclusive access to our alumni network—thousands of professionals who started their careers with us

T

TECHNOLOGY

- Customer portal providing real-time reporting, lead scoring, and campaign performance tracking
- Seamless integration with customer CRMs, sales tools and workflows to ensure a frictionless process
- Best-in-class sales technology stack, including intent data, multi-channel automation and advanced analytics

Why many organizations rely on outsourced sales

Building a high-performing sales team is hard, expensive and time-consuming—and getting it wrong can be incredibly painful. Organizations struggle with:

- Hiring, training and retaining SDRs—high turnover and long ramp times slow down new pipeline generation, business pivots and expansion initiatives
- Sales and marketing priorities—inbound lead follow-up can easily get deprioritized and outbound requirements to drive meetings, demos and engagement can defocus the sales team
- Operational inefficiencies and costs—expensive in-house hiring, onboarding and SDR management drain time and resources

In 2024, memoryBlue acquired Operatix, a leader in outsourced sales with deep expertise in cybersecurity and EMEA markets. This combination created a global sales acceleration powerhouse with:

- 550+ sales professionals worldwide
- Regional offices across North America, EMEA, and APAC
- Expertise in hiring and managing teams globally
- Multi-language support for seamless international outreach

With this expanded reach, memoryBlue helps organizations in public sector, cybersecurity, high tech, fintech, health tech, AI and data industries accelerate sales pipeline and revenue—anywhere in the world.

Why those organizations choose memoryBlue

We provide ready-to-go sales teams that integrate seamlessly into your go-to-market strategy, delivering pipeline faster and more efficiently than in-house models.

But we don't stop at outbound sales—our SMART framework offers everything from sales training and recruitment to market intelligence and AI-driven optimization, ensuring your entire sales engine runs at peak performance. Whether you need to scale outreach, optimize conversion rates or recruit top talent, memoryBlue helps you hit revenue goals with predictable, repeatable success.

Here are a few reasons why hundreds of customers trust memoryBlue to help them sell at every stage—launching, expanding, pivoting or optimizing:



Industry expertise—deep specialization in selling for organizations in the public sector, cybersecurity, high tech, fintech, health tech, AI and data industries,



Human intelligence + AI—the right mix of people, technology and expertise to create hyper-personalized campaigns



Proven growth model—we've helped thousands of tech companies scale efficiently with predictable, repeatable success



Cost-effective scaling—our solutions eliminate the hidden costs of in-house SDR hiring, training, and turnover, enabling faster more predictable growth



Transparent and data-driven—every lead scored, every action measured

Who uses memoryBlue

Use cases: Ideal for outbound pipeline generation, territory launches, market expansion (EMEA, APAC, LATAM), event and campaign follow-up, inbound lead response, appointment setting, account-based outreach and SDR team scaling or replacement.

Industries: Built for B2B tech and public sector, including cybersecurity, SaaS/data/AI, fintech, health tech and enterprise software—plus adjacent categories where complex sales cycles need disciplined prospecting.

Users: Designed for CROs, CMOs, VPs of Sales/Marketing, RevOps leaders, founders and demand gen teams who need a reliable, scalable engine for meetings, pipeline and revenue—without the overhead of hiring and managing teams in-house.

Key features



Rapid Launch: A fully managed program with proven playbooks, onboarding and a “plug-into-your-CRM” motion—so you start seeing qualified meetings fast.



SMART Advantage: End-to-end growth platform across Sales, Marketing, Academy, Recruiting and Technology—covering outbound execution, demand gen alignment, training, hiring and analytics in one integrated model.



Global, Multilingual Coverage: 650+ sales professionals across North America, EMEA, APAC and LATAM to run localized, native-language outreach and accelerate entry into new regions.

Customer stories



memoryBlue wasn't just an outsourced sales function; they became our strategic partner, constantly improving our processes and opening new market opportunities we had never considered.

Amber Britton
CEO, Doppler

[Read full story](#)



4.6 out of 5 rating on g2.com

Whether you need to launch a new product, break into new segments or regions, fill pipeline fast or create expansion opportunities, memoryBlue has the talent, data and experience to help you hit your goals.

[Visit our ROI calculator.](#)



Our customers say it best!

Visit our G2 profile to see hundreds of verified reviews and firsthand stories from companies who've scaled with memoryBlue.



Ready to get started?

Let's talk about how memoryBlue can become an extension of your Sales and Marketing teams and drive more revenue.

Set up a call with us