

Grid[®] Report for Unified APIs

Winter 2025



Unified APIs Software

Contenders									Leaders
Niche									High Performers

Market Presence

Satisfaction

G2 Grid[®] Scoring

(Unified APIs Software continues on next page)

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Unified APIs Software (continued)

Unified APIs Software Definition

Unified APIs (application programming interfaces), also called universal or normalized APIs, provide a single “meta” API that is used to interact with multiple software applications within the same category. These tools act as an abstraction layer that handles communication with multiple applications by aggregating and standardizing their APIs and data models into a single API.

SaaS providers use these tools to improve the ease of building customer-facing integrations to multiple applications in the same category, such as accounting, banking, cloud storage, CRM, email, HR, payroll, or scheduling systems. They can save teams significant time and resources when building numerous similar integrations. For example, a SaaS product team may want to provide their customers with integrations that import employee data from multiple HR systems into their application. Rather than building a separate integration to each HR system, they can build one integration to a unified HR API that connects their application with all desired HR applications. Leveraging a unified API provides a single, simplified API design and a consistent developer experience.

There is some relationship between unified APIs and [embedded integration platforms](#), as they allow product teams to build native integrations with their customers’ third-party applications. However, unified APIs are typically code focused and used by software developers to build straightforward integrations within a single category. In contrast, embedded integration platforms are typically low-code tools used by both developers and non-developers to build a broader range of integrations within both common and vertical-specific software categories.

To qualify for inclusion in the Unified APIs category, a product must:

- ▶ Allow users to build integrations between their application and customer-facing applications
- ▶ Aggregate multiple APIs within the same software category into a single API
- ▶ Provide a standardized data model and developer experience

Unified APIs Grid® Scoring Description

Products shown on the Grid® for Unified APIs have received a minimum of 10 reviews/ratings in data gathered by November 19, 2024. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [Merge](#), [Kombo](#), and [Knit API](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Cobalt](#), [Apideck Unify](#), [Alloy Automation](#), and [Unified.to](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Finch](#), [Nylas](#), [Codat](#), and [Tray.ai](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [hotglue](#) and [Integration Labs](#)



Grid® Scores for Unified APIs Software

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

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Merge	197	98	94	96
Kombo	58	82	65	74
Knit API	41	66	56	61

High Performers

Cobalt	26	56	44	50
Apideck Unify	36	56	39	48
Alloy Automation	21	52	42	47
Unified.to	18	56	26	41

Contenders

Finch	15	26	76	51
Nylas	14	15	81	48
Codat	23	24	71	47
Tray.ai	10	28	59	44

Niche

hotglue	21	38	14	26
Integration Labs	14	26	6	16

* 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 rates products from the Unified APIs category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

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 sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

The Grid® Report for Unified APIs | Winter 2025 is based on reviews collected through November 19, 2024. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Winter 2025 report quarter. To view the Unified APIs Grid® with the most recent data, please visit the [Unified APIs](#) page. For more details on Grid® Scoring, please view the [G2 Scoring Methodology here](#).

Grid® Categorization Methodology

Making G2 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 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 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 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 third-party data collected by G2 up through November 19, 2024. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 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 sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the [G2 Community Guidelines here](#).

(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)

Grid® Inclusion Criteria

All products in a G2 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 and share authentic product reviews will accelerate this process.

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

Product Profiles

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



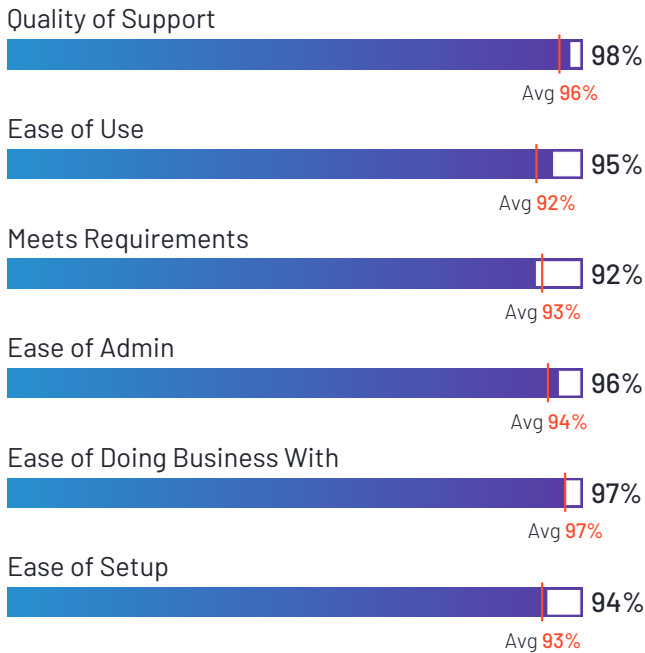
Merge

4.8 ★★★★★ (210)



Merge has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Merge has the largest Market Presence and received the highest Satisfaction score among products in Unified APIs. 98% 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 Merge at a rate of 95%. Merge is also in the Financial Data APIs category.

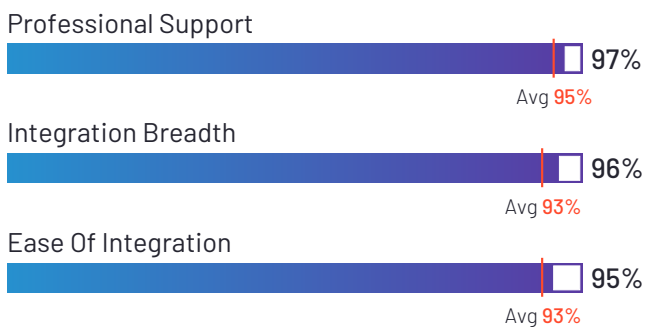
Satisfaction Ratings



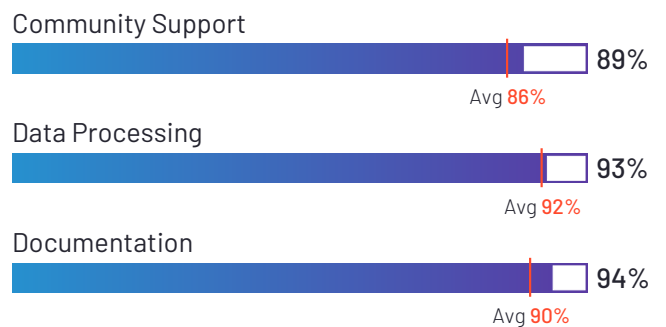
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Merge



HQ Location
San Francisco, US



Year Founded
2020



Employees (Listed
On LinkedIn)
119



Company Website
merge.dev



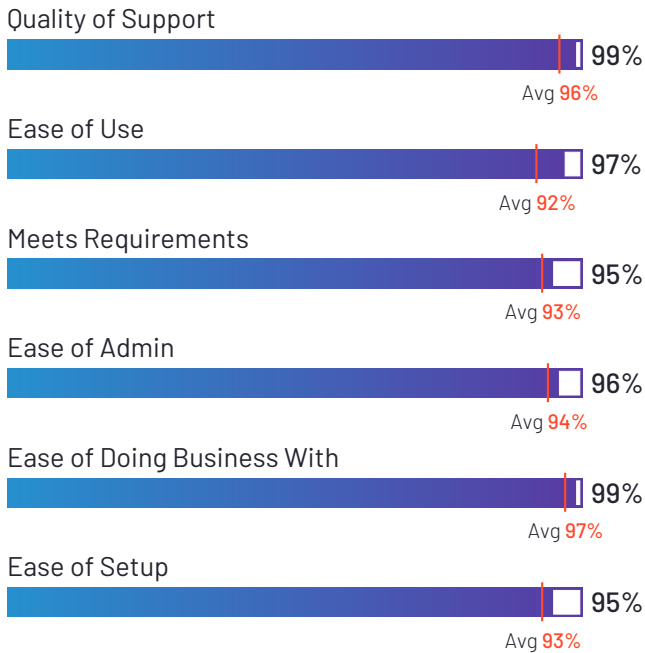
Kombo

4.9 ★★★★★ (59)



Kombo has been named a Leader based on receiving a high customer Satisfaction score and having a large 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 Kombo at a rate of 98%.

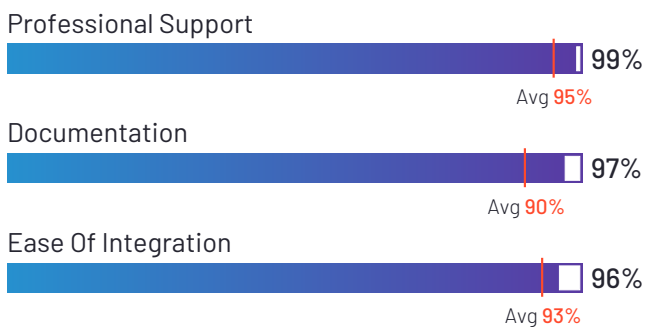
Satisfaction Ratings



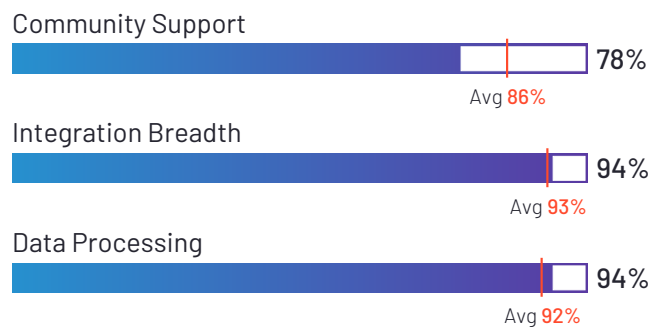
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Kombo



HQ Location
Berlin, Germany



Employees (Listed
On LinkedIn)
44



Company Website
www.kombo.dev



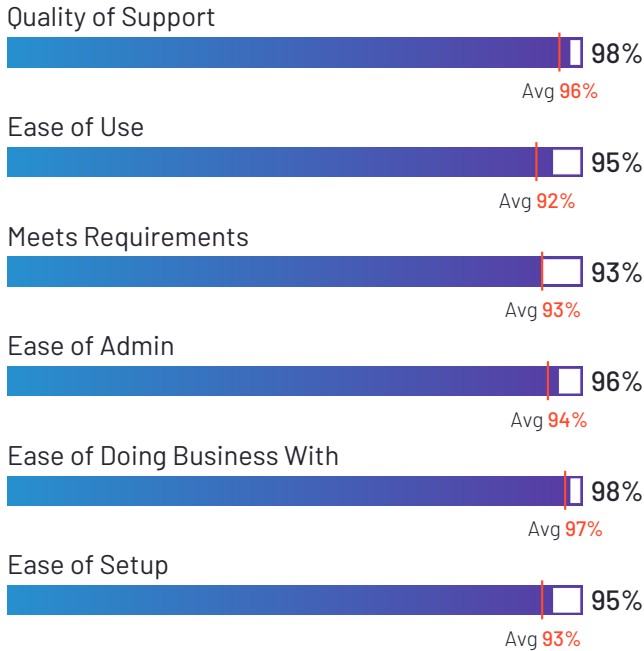
Knit API

4.8 ★★★★★ (48)



Knit API has been named a Leader based on receiving a high customer Satisfaction score and having a large 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 Knit API at a rate of 96%. Knit API is also in the Embedded Integration Platforms category.

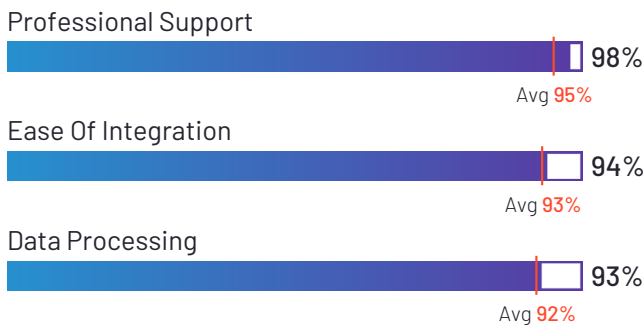
Satisfaction Ratings



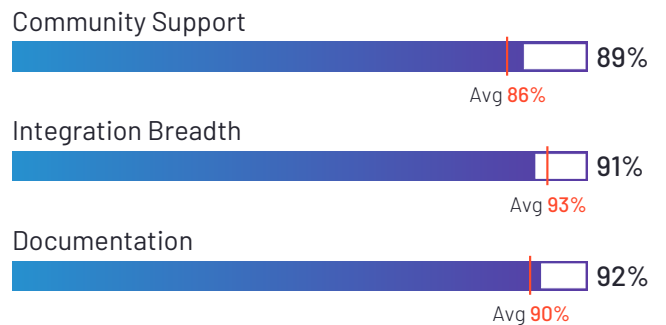
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Knit API Private Limited



HQ Location
Bengaluru, Karnataka



Year Founded
2023



Employees (Listed On LinkedIn)
46



Company Website
getknit.dev



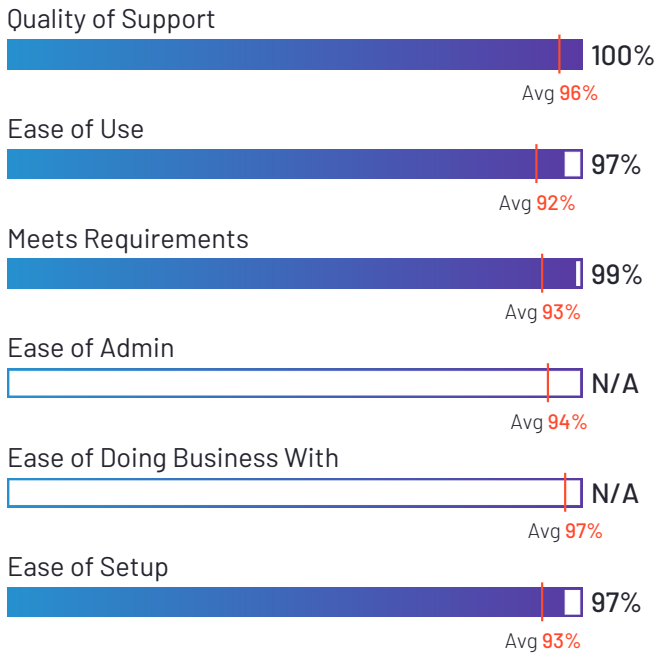
Cobalt

4.9 ★★★★★ (69)



Cobalt has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 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 Cobalt at a rate of 99%. Cobalt is also in the Embedded Integration Platforms category.

Satisfaction Ratings

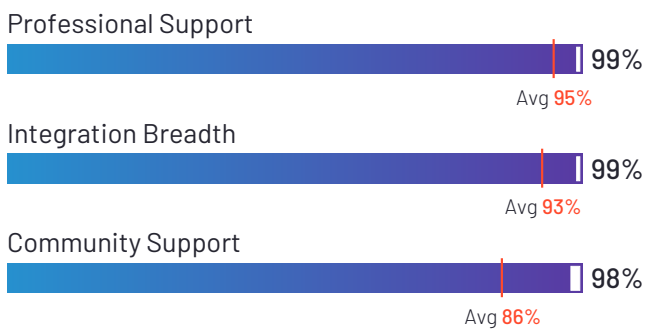


*N/A is displayed when fewer than five responses were received for the question.

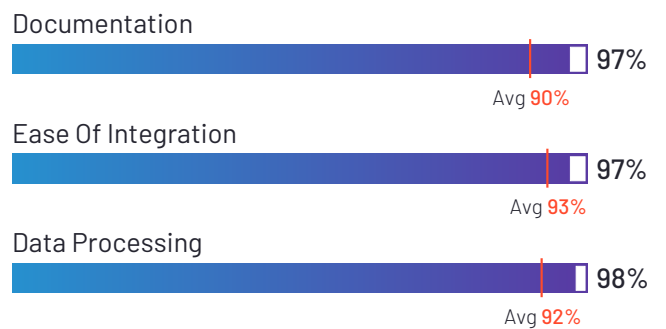
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Cobalt



HQ Location
San Francisco, CA



Year Founded
2018



Employees (Listed
On LinkedIn)
40



Company Website
gocobalt.io



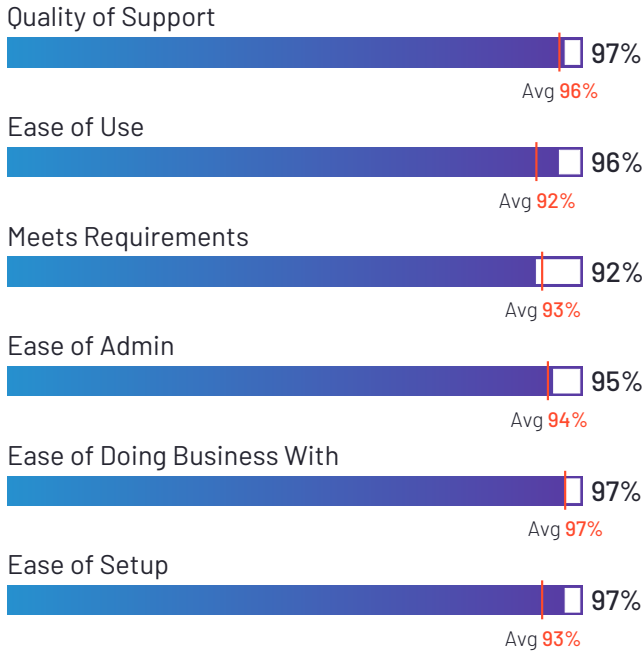
Apideck Unify

4.8 ★★★★★ (41)



Apideck Unify has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 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 Apideck Unify at a rate of 96%. Apideck Unify is also in the Financial Data APIs and Embedded Integration Platforms categories.

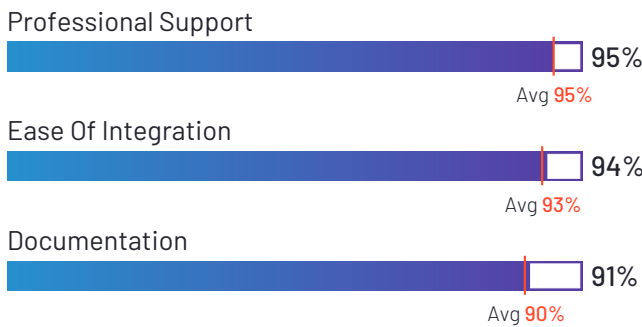
Satisfaction Ratings



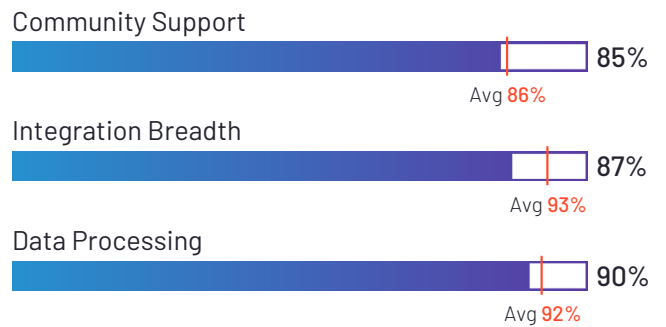
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Apideck



HQ Location
San Francisco, California



Year Founded
2020



Employees (Listed On LinkedIn)
17



Company Website
apideck.com



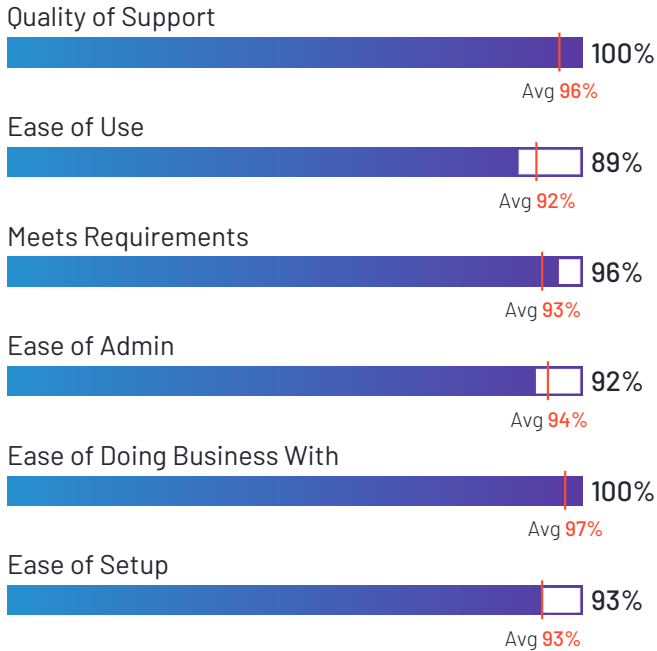
Alloy Automation

4.8 ★★★★★ (44)

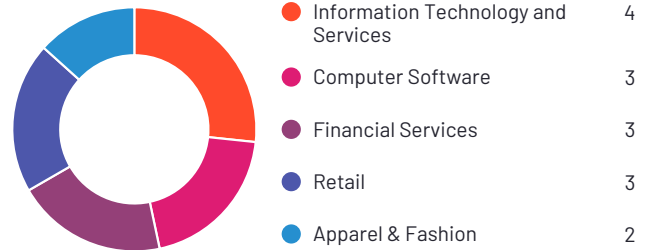


Alloy Automation has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Alloy Automation at a rate of 97%. Alloy Automation is also in the Embedded Integration Platforms, iPaaS, and ETL Tools categories.

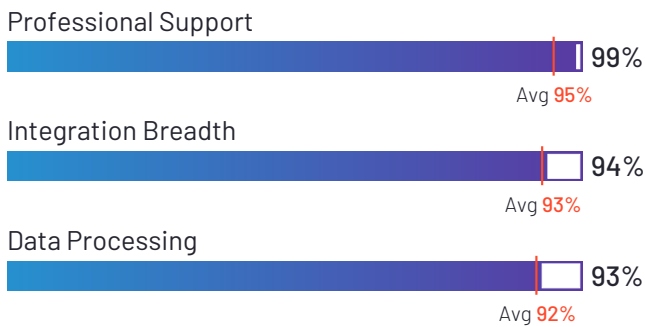
Satisfaction Ratings



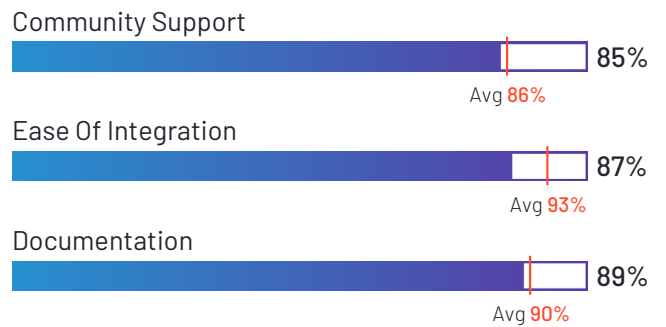
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Alloy



HQ Location
New York, NY



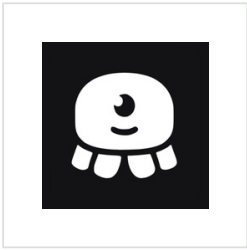
Year Founded
2019



Employees (Listed
On LinkedIn)
39



Company Website
runalloy.com



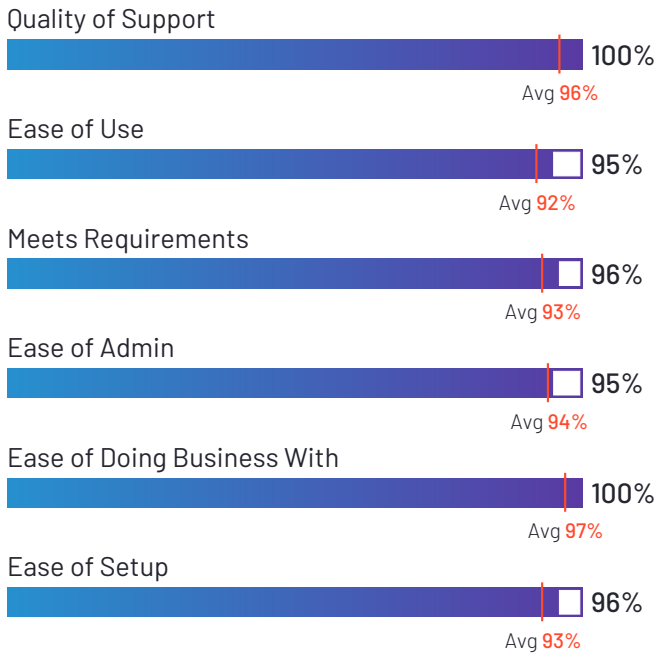
Unified.to

5.0 ★★★★★ (18)



Unified.to has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 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 Unified.to at a rate of 100%.

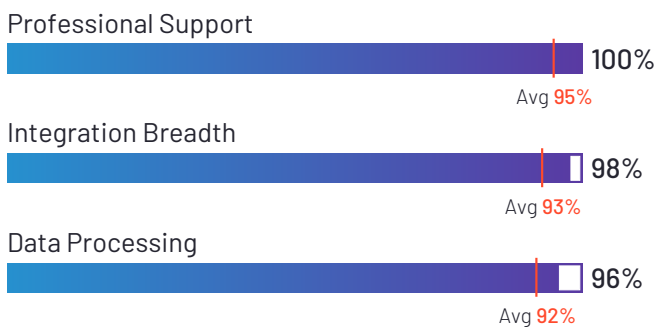
Satisfaction Ratings



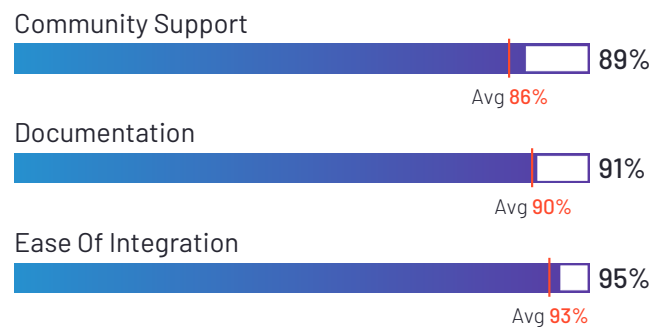
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Unified.to Inc.



HQ Location
Toronto, CA



Year Founded
2023



Employees (Listed
On LinkedIn)
8



Company Website
unified.to

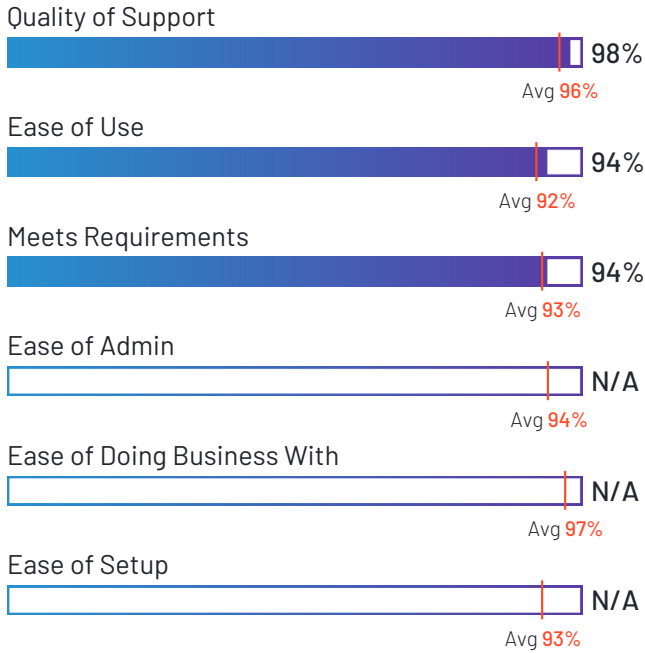


Finch

4.8 ★★★★★ (15)

Finch has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% 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 Finch at a rate of 97%.

Satisfaction Ratings

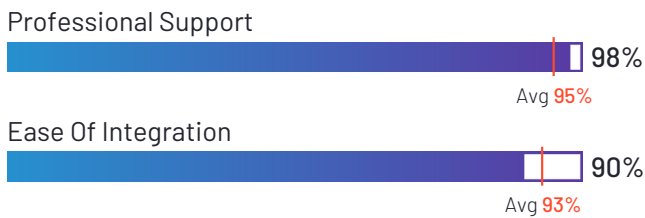


*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Finch



HQ Location
San Francisco, CA



Year Founded
2020



Employees (Listed On LinkedIn)
125



Company Website
tryfinch.com

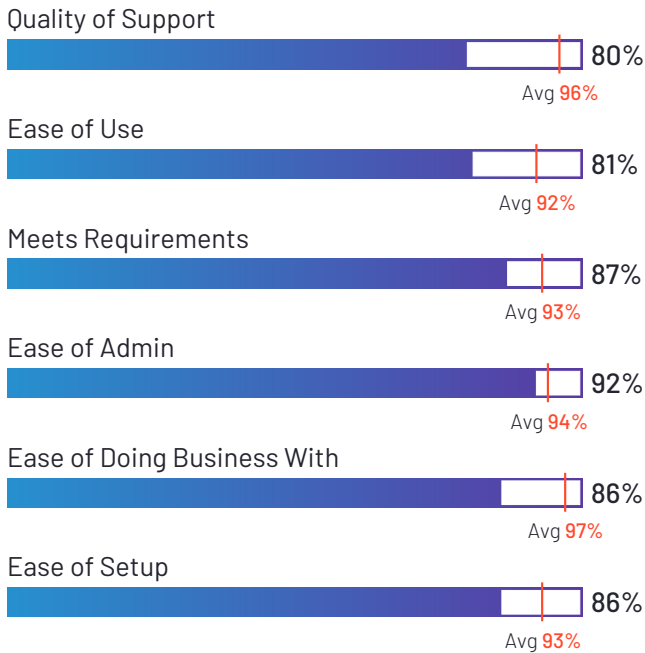


Nylas

4.0 ★★★★★ (58)

Nylas has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend Nylas at a rate of 84%. Nylas is also in the Communication Platform as a Service and Business Scheduling categories.

Satisfaction Ratings



Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Nylas



HQ Location
San Francisco, California



Year Founded
2014



Employees (Listed On LinkedIn)
147



Company Website
www.nylas.com

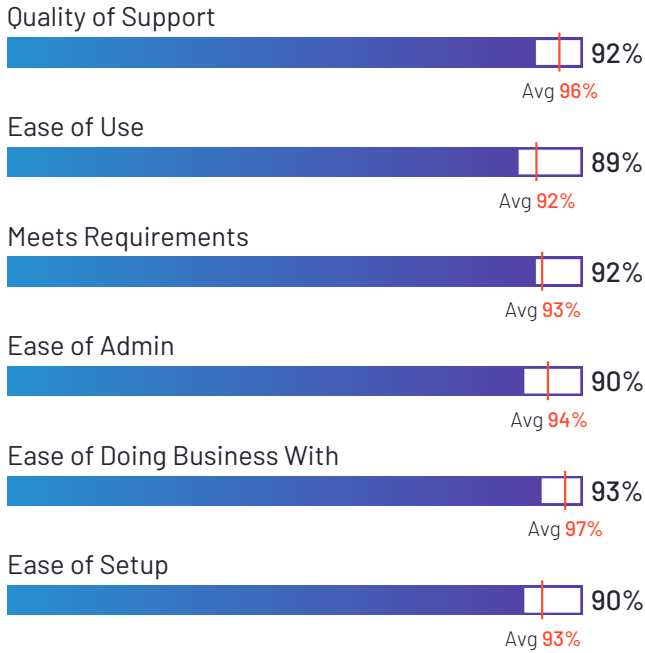


Codat

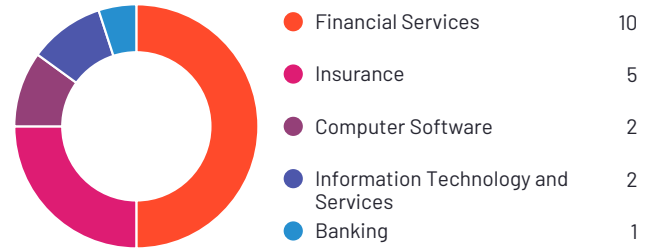
4.6 ★★★★★ (28)

Codat has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 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 Codat at a rate of 93%. Codat is also in the Financial Data APIs and E-Commerce Data Integration categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Codat



HQ Location
London, London



Year Founded
2017



Employees (Listed On LinkedIn)
153



Company Website
www.codat.io

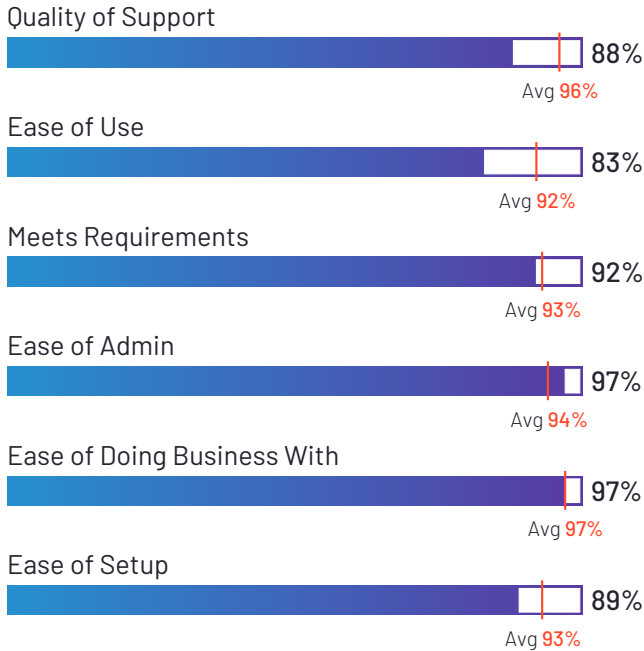


Tray.ai

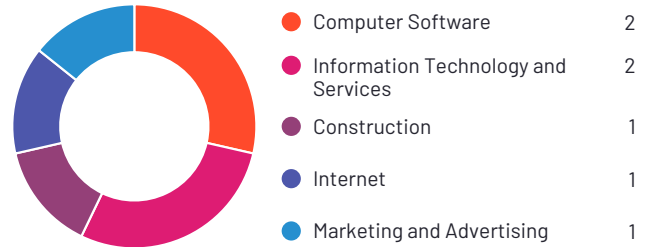
4.5 ★★★★★ (154)

Tray.ai has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Tray.ai at a rate of 88%. Tray.ai is also in the Lead-to-Account Matching and Routing, Event Stream Processing, iPaaS, ETL Tools, API Management, and Embedded Integration Platforms categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Tray.io



HQ Location
San Francisco, CA



Year Founded
2012



Employees (Listed On LinkedIn)
160



Company Website
tray.io

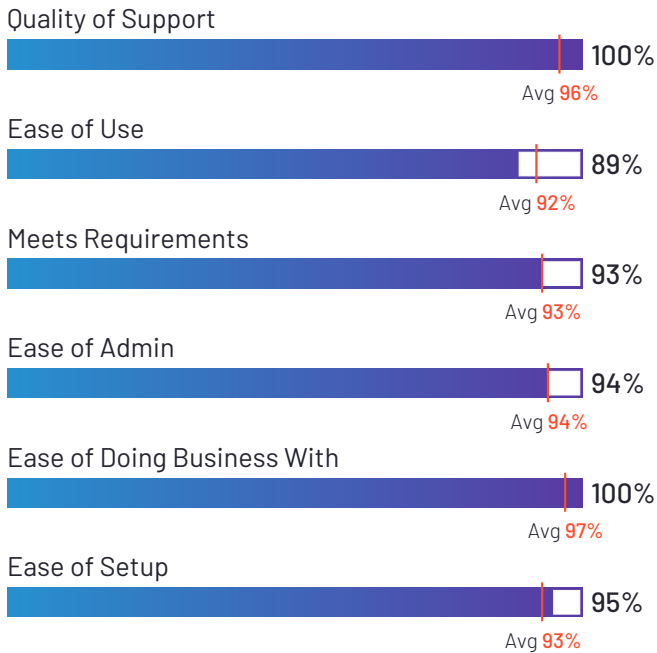


hotglue

4.9 ★★★★★ (26)

hotglue has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 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 hotglue at a rate of 98%. hotglue is also in the Embedded Integration Platforms, ETL Tools, iPaaS, and API Management categories.

Satisfaction Ratings



Top Industries Represented



Ownership
hotglue



HQ Location
Washington , US



Year Founded
2020



Employees (Listed On LinkedIn)
14



Company Website
hotglue.com

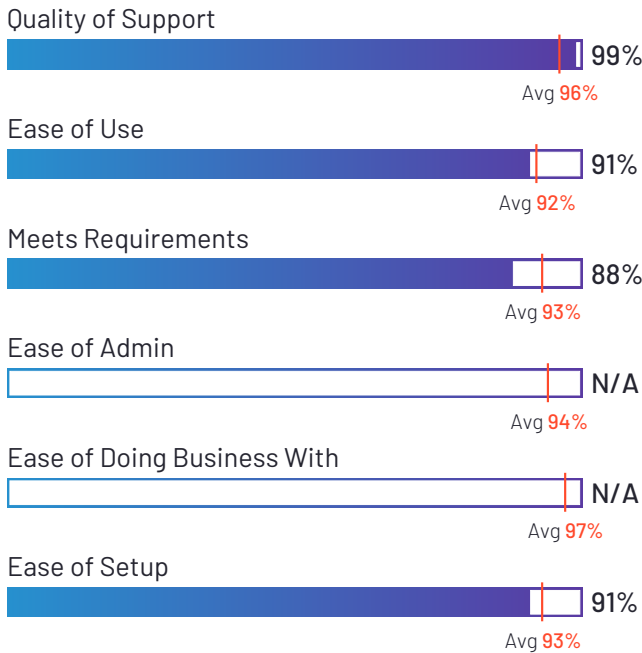


Integration Labs

4.7 ★★★★★ (21)

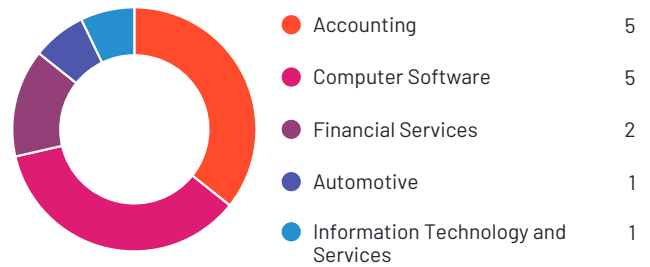
Integration Labs has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Integration Labs at a rate of 95%. Integration Labs is also in the Embedded Integration Platforms and Financial Data APIs categories.

Satisfaction Ratings

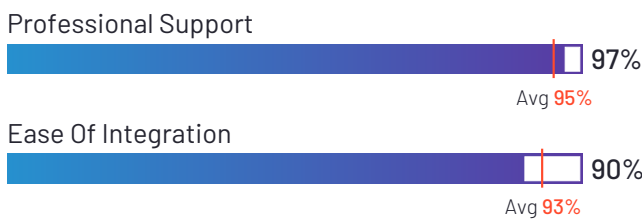


*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Integration Labs
(formerly RootFi)



HQ Location
Lewes, US



Year Founded
2022



Employees (Listed On LinkedIn)
8



Company Website
integrationlabs.co



Satisfaction Ratings for Unified APIs

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Merge	95%	98%	92%	96%	97%	98%	94%	95%	87
Kombo	98%	100%	95%	96%	99%	99%	95%	97%	96
Knit API	96%	100%	93%	96%	98%	98%	95%	95%	95
Cobalt	99%	100%	99%	N/A	N/A	100%	97%	97%	100
Apideck Unify	96%	100%	92%	95%	97%	97%	97%	96%	88
Alloy Automation	97%	100%	96%	92%	100%	100%	93%	89%	95
Unified.to	100%	100%	96%	95%	100%	100%	96%	95%	100
Finch	97%	100%	94%	N/A	N/A	98%	N/A	94%	86
Nylas	84%	71%	87%	92%	86%	80%	86%	81%	57
Codat	93%	100%	92%	90%	93%	92%	90%	89%	86
Tray.ai	88%	89%	92%	97%	97%	88%	89%	83%	70
hotglue	98%	100%	93%	94%	100%	100%	95%	89%	100
Integration Labs	95%	92%	88%	N/A	N/A	99%	91%	91%	85
Average	95%	96%	93%	94%	97%	96%	93%	92%	88

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

**Net Promoter Score ranges from -100 to +100

Feature Comparison for Unified APIs

G2 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.

Integrations

	Integration Breadth	Data Processing	Ease Of Integration
Merge	96%	93%	95%
Kombo	94%	94%	96%
Knit API	91%	93%	94%
Cobalt	99%	98%	97%
Apideck Unify	87%	90%	94%
Alloy Automation	94%	93%	87%
Unified.to	98%	96%	95%
Finch	90%	86%	90%
Nylas	N/A	N/A	N/A
Codat	N/A	N/A	N/A
Tray.ai	N/A	N/A	N/A
hotglue	N/A	N/A	N/A
Integration Labs	89%	86%	90%
Average	93%	92%	93%

(Feature Comparison for Unified APIs continues on next page)

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

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



Feature Comparison for Unified APIs (continued)

G2 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.

Support

	Documentation	Professional Support	Community Support
Merge	94%	97%	89%
Kombo	97%	99%	78%
Knit API	92%	98%	89%
Cobalt	97%	99%	98%
Apideck Unify	91%	95%	85%
Alloy Automation	89%	99%	85%
Unified.to	91%	100%	89%
Finch	88%	98%	
Nylas	80%	71%	N/A
Codat	N/A	N/A	N/A
Tray.ai	N/A	N/A	N/A
hotglue	N/A	N/A	N/A
Integration Labs	80%	97%	
Average	90%	95%	88%

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

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

Additional Data for Unified APIs

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Merge	63%	32%	6%
Kombo	69%	31%	0%
Knit API	63%	34%	2%
Cobalt	69%	31%	0%
Apideck Unify	83%	14%	3%
Alloy Automation	62%	38%	0%
Unified.to	94%	6%	0%
Finch	80%	20%	0%
Nylas	64%	29%	7%
Codat	70%	22%	9%
Tray.ai	30%	60%	10%
hotglue	95%	0%	5%
Integration Labs	93%	7%	0%
Average	72%	25%	3%

(Additional Data for Unified APIs continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Unified APIs (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought
Merge	89%	11%	1.5	90%	0%	2%	8%	7
Kombo	97%	3%	1.0	89%	6%	0%	6%	3
Knit API	88%	13%	1.6	92%	0%	0%	8%	7
Cobalt	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Apideck Unify	100%	0%	1.7	100%	0%	0%	0%	3
Alloy Automation	78%	22%	1.9	86%	14%	0%	0%	3
Unified.to	83%	17%	1.0	100%	0%	0%	0%	3
Finch	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nylas	100%	0%	2.4	N/A	N/A	N/A	N/A	N/A
Codat	86%	14%	1.0	100%	0%	0%	0%	3
Tray.ai	80%	20%	N/A	60%	20%	20%	0%	N/A
hotglue	100%	0%	1.4	75%	25%	0%	0%	N/A
Integration Labs	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Unified APIs continues on next page)

*N/A is displayed when data is not publicly available.



Additional Data for Unified APIs (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption

	User Adoption
	Average User Adoption
Merge	53%
Kombo	54%
Knit API	59%
Cobalt	N/A
Apideck Unify	45%
Alloy Automation	53%
Unified.to	64%
Finch	N/A
Nylas	64%
Codat	60%
Tray.ai	N/A
hotglue	69%
Integration Labs	N/A
Average	58%

(Additional Data for Unified APIs continues on next page)

*N/A is displayed when data is not publicly available.



Additional Data for Unified APIs (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Merge	Merge	2020	119	16,464
Kombo	Kombo		44	2,751
Knit API	Knit API Private Limited	2023	46	2,553
Cobalt	Cobalt	2018	40	3,099
Apideck Unify	Apideck	2020	17	1,557
Alloy Automation	Alloy	2019	39	14,966
Unified.to	Unified.to Inc.	2023	8	832
Finch	Finch	2020	125	9,651
Nylas	Nylas	2014	147	12,447
Codat	Codat	2017	153	13,990
Tray.ai	Tray.io	2012	160	20,844
hotglue	hotglue	2020	14	1,873
Integration Labs	Integration Labs (formerly RootFi)	2022	8	2,204

*N/A is displayed when data is not publicly available.