



## “MixRank Increases Sales Efficiency Metric by At Least 200%”



Candy Yang, Senior Director of Business Development

### **Before using MixRank, what was your sales process like?**

We were using only market research and free available resources like AppAnnie to guess where our competitors were. It was very difficult in finding potential clients since there were very few places to look and we had to download to check everything. There were many man-hours spent on hunting and generating valid leads.

### **What is your process like now with MixRank?**

We now have a defined source to reference leads and generate from. Research has sped up significantly (at least double the speed) and we can validate leads a lot faster. I really like the fact that we can easily search all the apps and their publishers quickly and verify whether our competitor or partner is in there. This helps us gather leads in a shorter span of time and focus more on researching the client themselves rather than the leads. For example, when we find our partners in there it means these apps would be a good lead to go after for our creative ad units since they can be used immediately in the applications with our partners' ad servers (SDK).

### **Can you share the results you've had?**

We solved a big problem for us, which is finding valid leads for some of our exchange partners we're certified in since not all of them would be listed and our exchange partners don't exactly give us a list of leads! However, with MixRank, we're able to pick out the SDK of our partners and target specific categories that would fit the campaigns we have available. It makes it a lot faster to categorize and identify valid leads. I would say that our research and validation has increased at least 2x what it used to be at half the time!

### **Why do you ultimately recommend MixRank?**

Yes, definitely. We have a large revenue goal and MixRank will play a crucial role in that. I also like the customer support they have and they are very responsive. MixRank is great at being flexible to suit different customer needs and being able to fill a large gap for research generation.

Questions? Please reach out to:

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