Case Study for MixRank

A. Before using MixRank, what was your sales process like? Describe 2-3 challenges your team faced during this period?

It is difficult to even remember life at Appodeal before Mixrank. We started using MixRank when we only had 4 or 5 people on the team. We thought we knew our audience very well, and it was always a challenge to find mobile app publishers. We target medium and large mobile app publishers, and there is no better place to get app analytics, SDK analysis, and contact info.

Challenge 1: Identify target market

Challenge 2: Find appropriate leads: size, vertical, SDK setup to reach out to...

Challenge 3: Find appropriate contacts for app publishers

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B. What is your process like now with MixRank? What are your 2-3 favorite capabilities?

We use MixRank for inbound and outbound sales. When a new leads signs up the first thing we do is check them out on MixRank. We are currently in the process of integrating MixRank data straight to our CRM system. We want to save our sales reps time and ensure that they are focused on selling and spend less time digging up information about the lead.

Our outbound sales campaign also starts with MixRank, it helps us quickly estimate whether we want to go after particular lead or not. We are programmatic ad mediation solution so for us it is critical to know which ad networks mobile publishers use now. This way we can estimate how to approach the potential client and how much improvement in ad revenue we can get. For example, if we see that the app only integrates with Admob we can estimate a 4055% increase in ad revenue. This is super helpful information for us

C. Can you share some of the results you've had?

While we can't put a number on it since we've had Mixrank from early on, I can say that there is no way that we would have been able to start, and grow our business without it. We have been approached with many solutions, assessed a few, and there is simply nothing that comes close to what MixRank can do for us.

What problems have been solved?

There are millions of apps and publishers with thousands of new ones every day. The wealth of data (in an easily consumable format) has allowed us to ensure that we never have a stale pipeline on the sales front.

We're able to learn new things about the market every week that we didn't know before. We're also able to gain insights and track what our competitors are doing and which apps are working with them.

What are the big wins?

MixRank offers so much when it comes to trying to understand the mobile app ecosystem. Initially, our needs were strictly sales and business development related.

Now that we're growing at a rapid rate, Mixrank allows us to better understand our target market from a macro perspective in order to refine our sales process and as well as our product.

D. Why do you ultimately recommend MixRank? What sort of goals do you have next year and how will MixRank fit into that? Feel free to add anything else here including a message to future folks considering MixRank!

Our goal for 2016 is to integrate our programmatic ad mediation solution with top publishers (with at least 1M app downloads). We also just introduced new CRM system, and we are integrating with MixRank. With this integration, our sales team will save a lot of time by having all critical lead data showing up in CRM.