



**“Shortening mNectar’s Sales & Partnerships Cycle by 50%”**



Daniel Cheng, Co-Founder of mNectar

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

*There was no substitute for MixRank. It was a guessing game. It would take several emails or calls to figure out what mediation layer an app developer was using for advertising.*

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

*Now with MixRank, the sales process is much smoother. Many developers we talk to don't even know all the SDK's that are integrated into their app until we tell them via MixRank!*

**Can you share some of the results you've had?**

*We've had hundreds of partnerships that have we have used mixrank to help with the lead filtering process. We are able to shorten the sales cycle from start to finish by 50%. Big wins including developing the leads that helps us leverage a partnership with Mopub (Twitter), AdMarvel (Opera MediaWorks) and Pinsight Media (Sprint)*

**Why do you ultimately recommend MixRank?**

*I would ultimately recommend Mixrank to anyone that is working with app developers. Their app intelligence data is valuable and unobtainable from any other source.*

Questions? Please reach out to:

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