



## **“Forbes ‘Top 10 Most Promising Company’ Uses MixRank to Help Sales and Plan Mobile Market Strategy”**



Rob Kramer, General Manager of Mobile

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

*It was virtually impossible to size the mobile application monetization market and to understand the publisher landscape before MixRank. Now we can with a high level of confidence understand the market sizing as well as our prospects ad technology vendor selection. MixRank provides us with the data necessary to make better business decisions.*

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

*We have multiple teams using MixRank data across the organization. Top features for us including sorting data by SDK, Monetization Platform and Location. Exporting this data is a feature we use frequently.*

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

*After building our target segments based on the MixRank data we have continuously closed opportunities each quarter. We are now better informed and prepared when approaching prospects.*

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

*Yes. I would highly recommend MixRank. We put MixRank in our budget plans and will increase our daily usage across our product, sales and business teams. If you are in the business of targeting application developers and need to understand the ecosystem, MixRank is an essential tool in your kit.*

Questions? Please reach out to:

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