



“MixRank Automates Prospecting for Supersonic”



Jonathan Lau, Business Development

Before using MixRank, what was your sales process like?

We focused primarily on store stats sites like AppAnnie to seek out new leads and had to manually look for the right contact for each lead. It was extremely time consuming.

What is your process like now with MixRank?

MixRank has made it very easy for to me do competitive analysis on my competitors. It also offers vetted contact information, store stats, SDK implementation, all of which are important when I vet my sales leads.

Can you share the results you've had?

Without going into details, MixRank gave us the opportunity to approach the right clients at the right time. It is often hard to know which developers are deciding to seek out new monetization models. With MixRank, we can immediately see if a potential lead is trying out our competition and give us to ability to quickly follow up with our leads.

Why do you ultimately recommend MixRank?

MixRank is a great tool to do any type of competitive analysis for mobile apps. MixRank's comprehensive database allows me to focus more time on the sales process and less on vetting my leads.

Questions? Please reach out to:

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