

The TrueData logo, consisting of a blue checkmark icon followed by the word 'TRUEDATA' in a bold, blue, sans-serif font.

Case Study

Truedata (formerly TwineData)

has been using MixRank since 2016, primarily for two specific needs: 1) lead development for our Sales Team, and to 2) find metadata for the mobile apps that help our clients use the TrueData product. The MixRank platform makes it easy to do both of these things and with a fantastic degree of accuracy.

400-500%

Increase in our Sales Pipeline

It wasn't clear how powerful the tool was until we had a demo and learned more about the full functionality." Jonathan Durkee VP, Data Solutions-TrueData.

Mixrank has the ability to find and export all the mobile apps and their SDKs (+permissions) while at the same time find the relevant contact for the publishers companies. As an added bonus, we can export all these data as Excel files. This has been super helpful in streamlining our Sales process and successfully meeting our KPIs.

