

Buyers are harder to reach  
than ever.

## The status quo:

- Spray and pray prospecting
- Low call connect rates
- Saturated inboxes
- Increased scrutiny on spend
- More competition than ever

**High-volume, generic prospecting  
is coming to an end**



# Buyers won't respond when they are reached:



## In the **wrong medium**

Phone and email channels are no longer enough. Buyers interact on social platforms and even SMS.



## At the **wrong time**

Buyers expect to hear from you only when it's relevant. And if they have a question, they expect an instant response.



## With the **wrong message**

Buyers are overwhelmed with basic "personalized" messages that don't address a specific problem they need solved.

Before, sending personalized and timely messages  
at scale took too much time. But now,

**AI has changed the game**

# What if you could make every interaction count?

With intelligent next steps for reps:

**WHO** to contact

**WHEN** to contact them

**HOW** to get in touch

**WHAT** message to convey

## How Mixmax helps

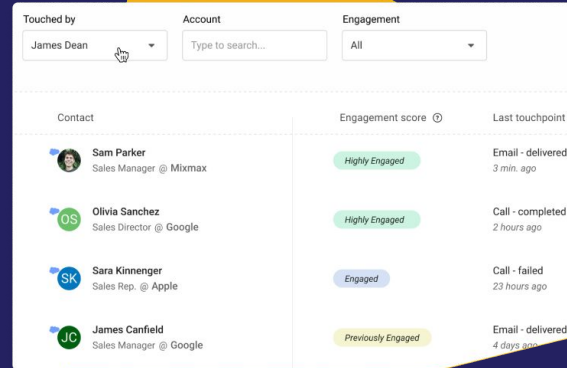
We **leverage AI** to ensure every rep knows what to do next.

# Who to contact





AI-powered engagement score

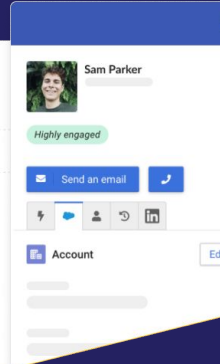
Salesforce and LinkedIn Sales Navigator access from Sidebar

Account filters to support multi-threading



The screenshot shows a CRM interface with filters and a table of contact engagement data. The filters at the top are: 'Touched by' (James Dean), 'Account' (Type to search...), and 'Engagement' (All). The table below has three columns: Contact, Engagement score, and Last touchpoint.

Contact	Engagement score	Last touchpoint
 <b>Sam Parker</b> Sales Manager @ Mixmax	Highly Engaged	Email - delivered 3 min. ago
 <b>Olivia Sanchez</b> Sales Director @ Google	Highly Engaged	Call - completed 2 hours ago
 <b>Sara Kinnenger</b> Sales Rep. @ Apple	Engaged	Call - failed 23 hours ago
 <b>James Canfield</b> Sales Manager @ Google	Previously Engaged	Email - delivered 4 days ago

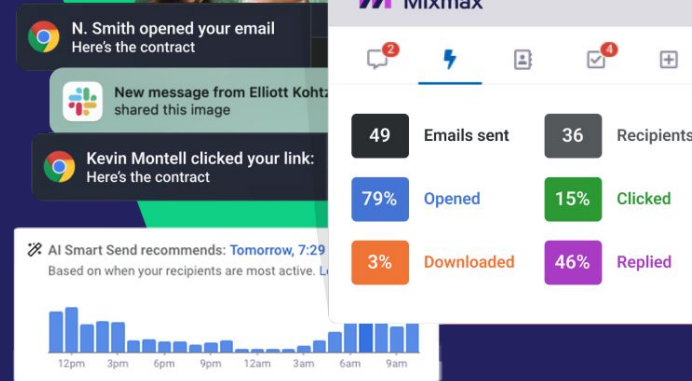



# When to contact them

AI Smart Send

Real-time activity alerts

Automated follow-ups



The screenshot displays the Mixmax interface with several key features:

- Real-time activity alerts:** Three notifications are shown: "N. Smith opened your email Here's the contract", "New message from Elliott Koht shared this image", and "Kevin Montell clicked your link: Here's the contract".
- AI Smart Send recommendation:** A notification states "AI Smart Send recommends: Tomorrow, 7:29" based on recipient activity.
- Analytics dashboard:** A summary of campaign performance is provided:

49	Emails sent	36	Recipients
79%	Opened	15%	Clicked
3%	Downloaded	46%	Replied
- Activity bar chart:** A bar chart at the bottom shows recipient activity levels across different times of the day, with the highest activity occurring between 12pm and 3pm.

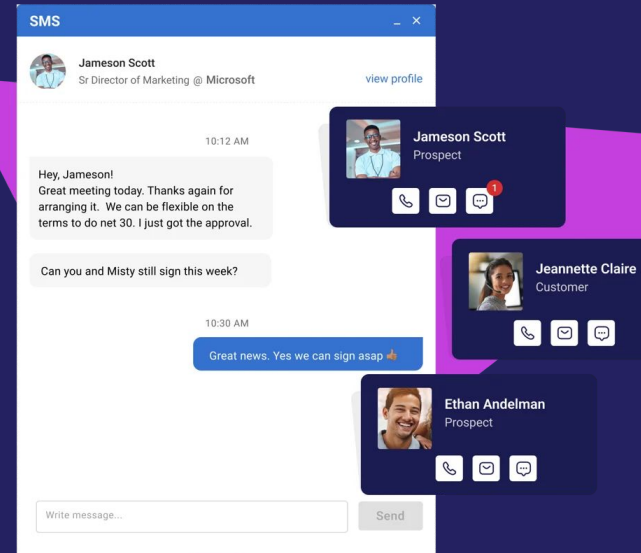


# How to get in touch

Multichannel sequences with SMS and LinkedIn

Instant, embedded calendar booking

Reports on the most engaging content and sequence stages

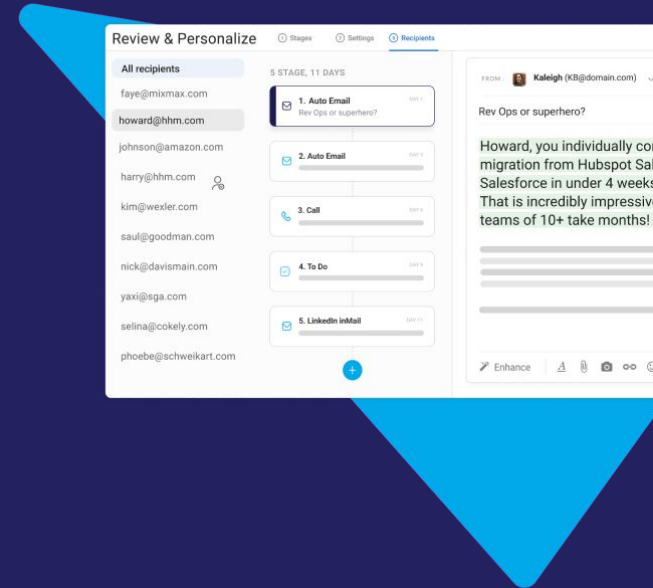


# What message to convey

AI Compose to speed up email writing

Manual email sequence steps

Email enhancements like polls, surveys & CTA buttons



All while freeing up reps' time for  
human to human connections

Automatic CRM updates  
Time-saving workflows



# Why Mixmax?



## Inbox-centric

Stop wasting time on context switching. Perform your daily tasks directly from your inbox.



## Built for you

Your team, whether large or small, deserves exceptional support. We can relate, and we're built to serve companies like yours.



## Fast implementation

You don't need to create a duplicate "shadow" CRM. Get up and running in days, not 6 months.



## Easy to use

Empower every rep to be productive on day one. Mixmax is easy to use, doesn't require a full-time administrator, and fits into your existing workflows.



## Engaging

Ensure your messages stand out, so your prospects and customers have higher-quality interactions with your reps and brand.

**Hostfully**

**576%**  
more pipeline

*Canva*

**80%**  
email reply rate

**WAYFINDER**

**3x**  
more meetings

*insightly*

**\$1M**  
in upsell pipeline  
per quarter

**|||** veraset

**119%**  
overachievement of  
revenue goal

**ATRIUM**

**348 hours**  
of time saved

“Rather than sending email in the ether and hope for the best, Mixmax tracking tools allow me to see **who has engaged with my outreach.**”

Bill Lawrence, Head of Partnerships, Datavant

“We have 24 full-cycle AEs on our team and they’re using Mixmax primarily for sequences. They love **AI Smart Send** that gives the best **suggested times to send an email.**”

Michael Whited, Director of Revenue Operations, Fetch Package

“Mixmax makes an email look like it's truly coming from YOU, not a list. Mixmax sequences can trigger additional emails based on triggers, but they can do other things as well, like **reach out on LinkedIn.**”

Rachel Valosik, Product Manager for Championships E-Commerce, PGA of America



“Mixmax helped our sales and business development teams increase pipeline generation by 576% year over year. We're always updating our sequences, always seeing what's working and what's not. **With Mixmax, we can keep evolving our approach.**”

Federico Dominguez, Sales Operations Director, Hostfully

“I’m able to pluck my team’s exceptional emails from obscurity and templatize them to get everybody else to use them.”

Bridget Sicard, Director of Customer Success at Atrium

**"AI Compose helps to create new sequences or templates so I don't have to come up with it all on my own."**

Robert Martin, Account Executive at Guesty

**“Mixmax is so easy.** It's sitting there doing all the work for you. And the team loves that it's not rocket science to use the platform.”

Chris Flores, VP of Marketing at Bennie

The easiest-to-use  
sales engagement platform

