Mixmax + Frontify®

Frontify Increases Demos by **30%** with Mixmax

> **Mixmax has become a key element of our outbound sales tech stack.**
>
> -Thomas Meichtry, Enterprise Solutions Manager at Frontify

Frontify is a Swiss technology company known for its all-in-one brand management software. Some of the world's largest brands, including Lufthansa, IBM, Facebook, and Nasdaq, leverage Frontify as their single source of truth for managing brand guidelines, logos, colors, design elements, and other brand assets. Since the company's founding in 2013, thousands of companies have used Frontify to elevate brand collaboration and productivity.

As the market leader of cloud-based brand management solutions, Frontify needed an outbound email tool to rapidly scale its sales development processes.

In this case study, you'll learn why Frontify chose Mixmax.

25%
increase in outreach

30%
lead-to-demo lift

- ✓ Incresed efficiency of outbound
- ✓ Coverted more leads to demos
- ✓ Streamlined SDR scaling

Accelerating the efficiency of outbound

Prior to discovering Mixmax, Frontify's outbound prospecting process was highly inefficient and time-consuming.

> "Our previous tool was tedious to use. SDRs spent too much time manually enrolling leads into sequences, setting follow-up reminders, and checking to see who had engaged."
>
> said Thomas Meichtry, Enterprise Solutions Manager at Frontify.

Seeking to maximize the efficiency and output of its SDRs, the Frontify sales team turned to Mixmax.

"Since implementing Mixmax, we've experienced a **25 percent increase** in outreach," Meichtry said. "Mixmax sequences automate our cold outreach and keep SDRs focused on high-impact engagement."

The Mixmax API plays an important role in automating Frontify's outbound email communication. Sequence interaction data from Mixmax continuously synchronizes to HubSpot CRM, which is combined with demographic and industry data to build a score for each prospect. Once a prospect's score reaches a certain level, SDRs are prompted to engage the lead through a custom-tailored program that utilizes email, voice calling, and LinkedIn Messenger.
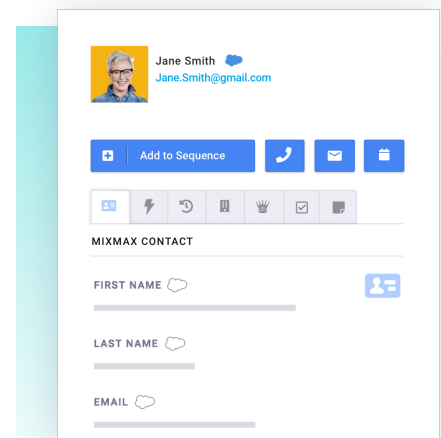
Mixmax Calling stands to further accelerate SDR efficiency at Frontify. "We plan to implement the calling feature soon, which should help our SDRs reach even more prospects in less time," Meichtry said.
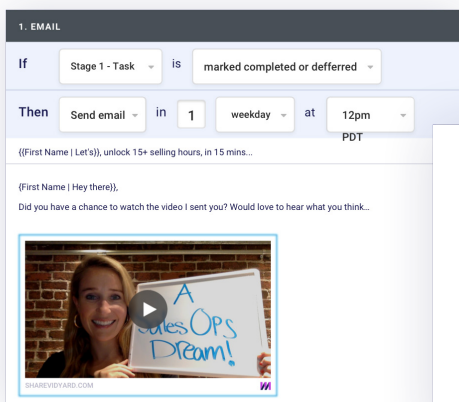
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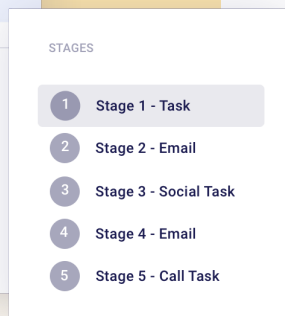
Mixmax

Converting more leads to demos

Switching to Mixmax has also lifted the SDR team's lead-to-demo ratio.

"We use A/B testing in Mixmax to understand which sequences work and continuously refine our messaging," Meichtry said. "Based on this testing, we have **improved our demo rate by 30 percent** with Mixmax."

One-click scheduling simplifies meeting coordination with interested leads, resulting in more booked meetings and more pipeline. "Mixmax offers a much easier way to schedule time with prospective customers," Meichtry said.

The Mixmax Insights dashboard keeps everyone on the same page, particularly when it comes to demo-related KPIs. "Mixmax maintains alignment across the SDR team by providing us with the right data," Meichtry said.

Automate emails with sequences

Simplify meetings with one-click scheduling

Align teams KPIs with insights

Scaling the SDR team

Having automated its outbound email communication and scheduling, Frontify is in a much better position to scale its SDR operation.

"Mixmax has contributed to streamlined onboarding for SDR team members," Meichtry said. "Our automated system keeps SDRs working on the most valuable leads and reduces the need for unnecessary training."

Give your SDRs a boost

Does your SDR team need a better way to engage prospects through email? Try Mixmax for free and automate your outbound communication and scheduling. Elevate engagement, schedule more demos, and build pipeline faster.

Start a free trial of Mixmax

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