



“Our transition to Mixmax was a no brainer. Mixmax was easy to use from day one and my team genuinely loves using the platform.”

Krista Finigan

Marketing Director, EMEA - Appirio, a Wipro company



PLAN

ENTERPRISE

TEAM SIZE

20

Introducing Appirio, a Wipro company

Appirio is an IT consulting company that helps enterprise customers implement and manage cloud based solutions. Krista Finigan is the marketing director for EMEA. Mixmax makes her team more successful across demand generation, email nurturing, even content strategy.

More favorites from the Appirio Team

SEQUENCES

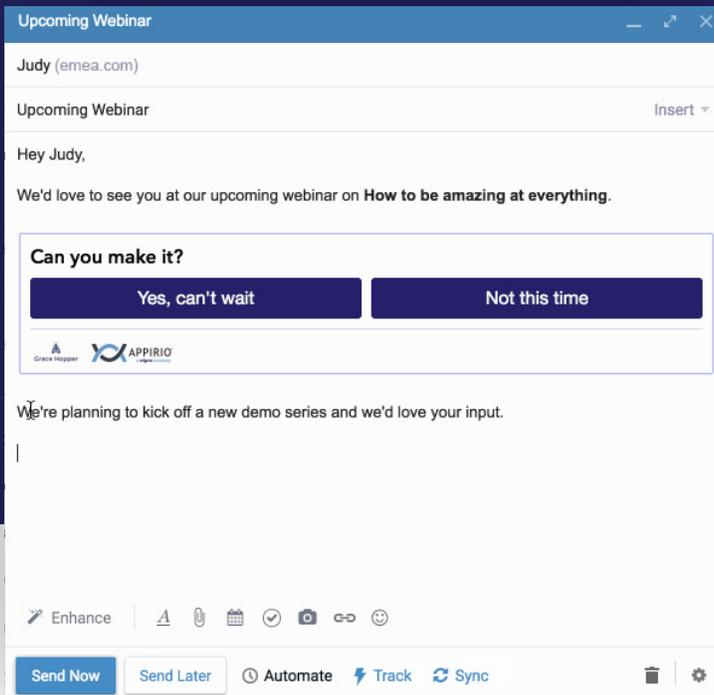
We use sequences daily to promote new webinars. They're so easy to set up and we can get detailed reports of what content is working.

SHARE AVAILABILITY

Consultants using Mixmax now book meetings 6 times faster than consultants on other teams who don't.

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Driving engagement with polls

You can add polls to your email from the Enhance menu or by using a slash command. If you type /yn, you'll see the option for a "yes or no" poll. Recipients will see your question exactly as you write it and can answer with one click.

Mixmax Polls make your emails more engaging and interactive.

"We'll insert polls in our event invitations and since we started doing so, we've seen our attendance go way up. We'll ask what topics they'd like to see covered in future webinars — we use answers to create tailored content based upon the responses we received and in turn we get more interest."

Not only does Mixmax help Appirio achieve better results, it's a platform that they enjoy using all day, every day, streamlining their communications.

"Our reply rates increased 20% by using polls. It's just much easier for prospects to respond when it's one click rather than typing a reply."

"CIOs are one of our target audiences.

We recently heard from a CIO who **said our message stood out among the 40 meeting requests** he had gotten that day because of our embedded poll. The CIO appreciated how unique and easy the email format was — and that's why he accepted the meeting!"

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