



“Before Mixmax, we used to type out each new email and manually follow up. We didn’t have a way to track our success. Now we have a process to measure and improve our customer communication across the entire team.”

**Marisa Reisel**

Matchmaker



## Three Day Rule

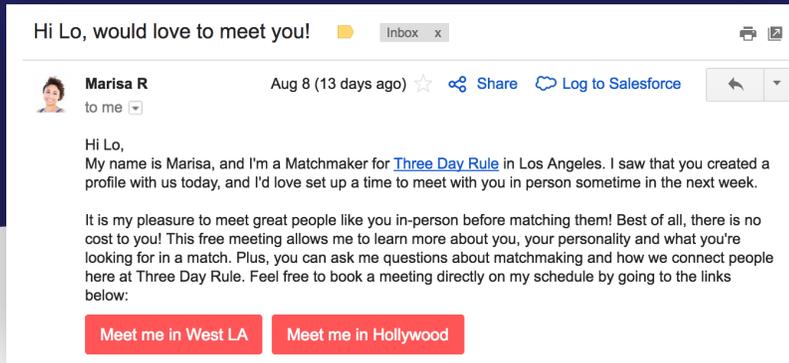
Three Day Rule is a tech-enabled personalized matchmaking company that helps discerning singles find meaningful relationships. Marisa is one of the matchmakers on the Three Day Rule team that relies on Mixmax to communicate and coordinate meetings with all of their clients.

**PLAN**

**SMALL BUSINESS**

**TEAM SIZE**

**44**



## Scheduling simplified with Meeting Types

*I love how all the features work seamlessly together. I have a template I use for scheduling an intro meeting with prospective clients. I create two different meeting types that correspond to the two locations I meet prospects. In my template, I include two CTA buttons that link to the two meeting types I created. It's super easy for them to schedule with minimal effort for me!*

## Automating follow ups with sequences

"Sequences were a huge game changer for us. In our business following up with people directly translates to more matches, and happier clients. Before Mixmax we would have to manually follow up with all of our prospects and clients. **Having a platform that follows up for us means each matchmaker has more time and can work with 50% more clients.**"

"Sequence reports helped us discover our female customers will typically respond after the third or fourth stage while male customers will respond after the fifth or sixth. We use this information to adjust the length of our sequences and make sure we're not giving up on a potential customer too early. I can think of at least two matches I was able to make because I didn't give up after the second or third follow up."

## More favorites from the Three Day Rule team

### TEAM LIVE FEED

*We use the Live Feed to to see which templates get the best open rates and then we roll those out in the team.*

### CUSTOM BRANDING

*Our team loves custom branding. We look professional and our company identity comes through in all our email communication.*

### REMINDERS

*Reminders are perfect for when the timing is off. When they tell me to check back in three months I set a reminder to follow up.*

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