



## Deliver highly personalized website experiences powered by deep customer data and insights.

### Identify and Engage Ideal Buyers with Personalized Experiences

Buyers gather a lot of information before making purchase decisions, from reading articles and visiting your website to researching competitors, responding to emails, and attending sales calls. Unfortunately, many of these activities are anonymous, leaving sales and marketing teams with an incomplete picture of the buying journey.

6sense helps customers light up this **Dark Funnel™** by identifying anonymous buying behaviors, matching them to accounts, and connecting them with what you already know to provide a real-time 360 degree view. This gives you complete visibility into the funnel of buyers that are in-market today and ready to engage with your team.

With Mutiny, 6sense customers can serve highly personalized website experiences to target accounts, resulting in more conversions and higher ROI. Mutiny ingests company-level data and insights from 6sense that you can easily use to build highly-relevant website experiences — without the need for expensive and time-consuming development resources.

Together, 6sense and Mutiny help you not only beat the competition into deal cycles, but also engage clients with high-impact web experiences that generate and accelerate opportunity cycles.

### Benefits of 6sense + Mutiny



#### Personalized Engagement

Personalize your entire website based on new company-level data and insights.



#### Data-Driven Recommendations

Mutiny surfaces recommendations for audiences and content based on your website data.



#### Prioritize and Measure Impact

Validate client pain points and surface opportunities for content, and gain new insights with automatic A/B testing.



#### Improve Buyer Experiences

Deliver relevant custom pages, headlines, images and CTAs that improve experiences and conversions.

#### About 6sense

6sense Revenue AI helps B2B organizations achieve predictable revenue growth by putting the power of AI, big data, and machine learning behind every member of the revenue team. 6sense uncovers anonymous buying behavior, prioritizes accounts for sales and marketing, and enables them to engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. 6sense helps revenue teams know everything they need to know about their buyers so they can easily do anything needed to generate more opportunities, increase deal size, get into opportunities sooner, and compete and win more often.

#### About Mutiny

Mutiny is a no-code AI platform that helps marketers convert their top of funnel demand into revenue, without engineers. Mutiny gives marketers everything they need to drive revenue and prove it — from data and analytics to AI-powered recommendations and content writing. The world's fastest growing B2B companies rely on Mutiny to increase conversions by up to 3x.