Integrating with 6sense

Using 6sense data in your Mutiny segments and experiences is a powerful way to personalize for your target accounts and move visitors down the funnel



Written by Jess Bergson Updated today

When you integrate your 6sense account with Mutiny, you can create segments based on 6sense data, build personalized on-page experiences, and dynamically insert 6sense data into your experiences.

How it works & available fields

Mutiny integrates your 6sense data, allowing you to use it for segment definitions, as well as dynamic variables in experiences. The following 6sense fields are available to personalize your website in Mutiny:

Firmographic from 6sense
 Industry
 Number of Employees
 Estimated Revenue
 Confidence
 Segments
 6sense Profile Fit
 6sense Buying Stage
 Domain
 Company Name
 6sense Intent Score
 6sense Profile Score

In addition to the above, there are a few other things this integration enables:

6sense + Salesforce

If you are integrated with both 6sense and Salesforce, Mutiny will connect the domain passed by 6sense and match it to the associated record in your SFDC Accounts table. This allows you to use any fields in your Salesforce Accounts table in your Mutiny audiences and experiences. *Note: if you are integrated with both 6sense and Clearbit, the SFDC match will happen off of the Clearbit domain*

6sense in your Personalization Plan

You can explore your 6sense data under <u>Playbooks > Your Plan</u>. This view helps you prioritize what audiences present the largest opportunity for additional leads, as well as the top 5 pages they have viewed on your site in the last 30 days. <u>Here</u> <u>are more details</u> on how to use this feature to build your personalization plan.

6sense Buying Stage		Image: 4 segments selected		
DD URL OR CONVERSION FILTERS				
Add individually Group and add				
Name 🌐	Visitors 🍦	Conversions	CVR 🌐	Additional Leads ? 🌲
 Consideration 	1,252	118	9.4%	30
6sense.com/	771	54	7.0%	14
6sense.com/platform	227	18	7.9%	5
6sense.com/about/careers/join-us	195	2	1.0%	1
6sense.com/about	164	9	5.5%	2
6sense.com/capabilities	152	15	9.9%	4
✓ Decision	1,039	159	15.3%	40
✓ Awareness	401	26	6.5%	7
✓ Purchase	104	32	30.8%	8

Example "Your Plan" view showing traffic, CVR, and additional lead opportunity for the last 30 days

Analytics on converted companies

For any of your Mutiny experiences using 6sense data, you will have robust analytics on which companies have viewed and converted on a personalized version of your website. To access this data, click on the "View Details" button on any experience.

		-		
Manufacturing Homepage C Live for 22 days (Tue, Jul 13)	Change - Header + Aruba (2	All conversions	\$ La Experiment 💲 🚥
Conversion lift	Personalized perform	ance		View details
206.0%	Visitors	Conversion Rate	Leads	
+ 296.0%	146	9.59%	14	
Statistically significant (?)	vs. 124 control	vs. 2.42% control	vs. 3 control	

Click on the "View Details" button to view a list of companies that have viewed or converted on your experience

Manufacturing Homepage Change - Header + Aruba Quote (www.6sense.com/)

Additional Leads Personalized Companies

Personalized Companies on Manufacturing Homepage Change - Header + Aruba Quote (www.6sense.com/)

Company	Visitors	Page Views	Last Seen	Converted
Canon USA	2	11	a day ago	YES
Cummins Inc.	1	1	20 days ago	YES
Curbio	1	4	9 days ago	YES
DB Schenker	1	1	6 days ago	YES
Fast Radius	1	3	14 hours ago	YES
General Motors	1	5	21 hours ago	YES
NorthPoint Development	1	7	9 days ago	YES
PARASON MACHINERY INDIA PVT LTD	1	4	3 days ago	YES
Decision of the state state state	A	٨	0.1	

Analytics showing companies identified by 6sense that saw or converted on a personalized version of your website

Slack Notifications and CSV Downloads

If you are integrated with both 6sense and Slack, you will receive notifications about your live experiences in Slack. More on how to configure your Slack integration <u>here</u>.

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Here's your daily summary for:

Monday, August 2nd

Mutiny APP 11:00 AM

Inbound

560 unique visitors saw one of your 10 personalized experiences yesterday.

Noteworthy companies who saw a personalized experience include 20North Marketing, 36creative, 681 Marketing Studio, A+ Schools, and ABC Corporation

28 companies converted after seeing a personalized experience including AppZen, Autodesk, Brace, Brain Skills, and CREATING DIGITAL LLC

This created an overall lift of 3.53% and generated 12 additional leads.

See how each experience did

Example notification you will get on your live Mutiny experiences in Slack

Integrating with 6sense

Step 1 - Activate your 6sense integration

Select Integrations from the left side pane and click on 6sense.

Mülliny		Integrations		
nbound				
rbooks		Clearbit	Ø sense	
Dutbound				
versions	Behavioral Audiences	Clearbit Reveal	6sense	
prations	Create audiences by mapping your site's URLs to different use cases, personas, verticals, or buying stages.	Enable reverse IP enrichment with Clearbit Reveal for firmographic attributes about your website visitors.	Enable reverse IP enrichment with 6sense for firmographic attributes about your website visitors.	
	Active	Active	Inactive	

Step 2 - Copy your 6sense API Key

Log into your 6sense account, and navigate to Settings to access your API Key. Copy the API Key and head back to Mutiny.

6se	nse settings
믱	API Key — Company Details and Real Time Lead Scoring & Enrichment
\diamond	
сţ•	API Key ② Use your API key to access: • Company Details API
Ç	Real-Time Lead Scoring and Enrichment Get API Key
(ଢ <u>୍</u> ଡି)	
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Step 3 - Paste your 6sense API Key

Paste your 6sense API Key into the 6sense integration in Mutiny and save. That's it! You're done!

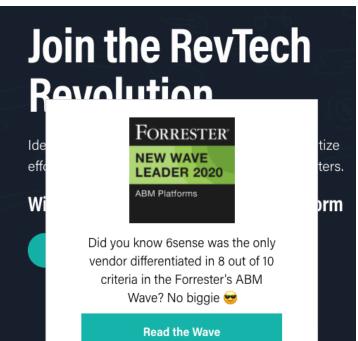
Note: some 6sense data sources (like Segments or Intent Score) might not show up in Mutiny right away. As visitors hit your site and match these definitions, they will show up in Mutiny.

	ou login to your 6sense ABM Platform, navigate to settings to find your	API key.
ó se n se	settings	
BB A	API Key — Company Details and Real Time Lead Scoring & Enrichment	
\$ \$ \$	API Key Use your API key to access: Company Details API Real-Time Lead Scoring and Enrichment Get API Key	
(a) (c)		
Add you	our API key to Mutiny	

Example Use Cases for 6sense + Mutiny

There are countless ways you can leverage Mutiny to personalize your website using your 6sense data. Here are some ideas to get you started:

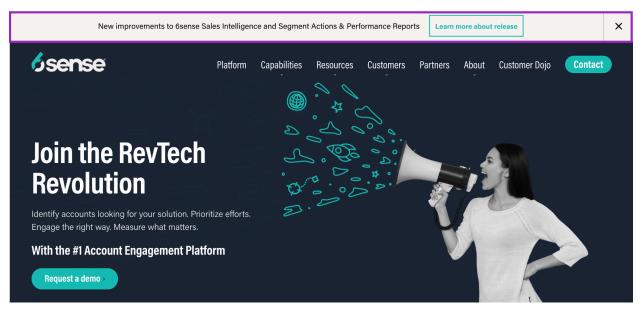
• Surface relevant resources to visitors based on Buying Stage (e.g. an ROI calculator or custom report for Consideration and Decision stage visitors)





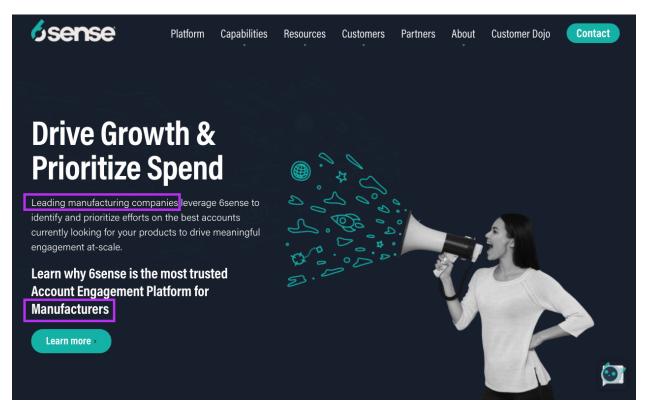
Example side pop for web visitors based on Buying Stage (Consideration)

• For customers, surface invites to upcoming webinars and product announcements



Example banner promoting product improvements to customers

 Personalize headlines, CTAs, social proof, etc. by industry and company size



Example personalization on 6sense.com for Manufacturing industry

 Personalize top landing pages based on paid search term, or other paid campaigns you are running through 6sense



Example personalization on 6sense.com using Segment of users searching "Predictive Analytics" search terms

• ... and many more!

Don't be a stranger

If you have any questions, we're here to help! Please feel free to contact us at any time, either through intercom chat or via support@mutinyhq.com.