

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 [Playbooks > Your Plan](#). 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. [Here are more details](#) on how to use this feature to build your personalization plan.

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.

Live (1)

Hide

Manufacturing Homepage Change - Header + Aruba Q...

Live for 22 days (View last 10)

All conversions

Experiment

<div>Conversion lift</div> <div>+296.0%</div> <div>Statistically significant ?</div>	<div>Personalized performance</div> <div> <div>Visitors</div> <div>146</div> <div>100% control</div> </div> <div> <div>Conversion Rate</div> <div>9.55%</div> <div>100% control</div> </div> <div> <div>Leads</div> <div>14</div> <div>100% control</div> </div>	<div>View details</div>
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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.

Live (1)

Hide

Manufacturing Homepage Change - Header + Aruba Q...

Live for 22 days (Tue, Jul 13)

All conversions

Experiment

View details

Conversion lift

+ 296.0%

Statistically significant

Personalized performance

Visitors

146

vs. 124 control

Conversion Rate

9.59%

vs. 2.42% control

Leads

14

vs. 3 control

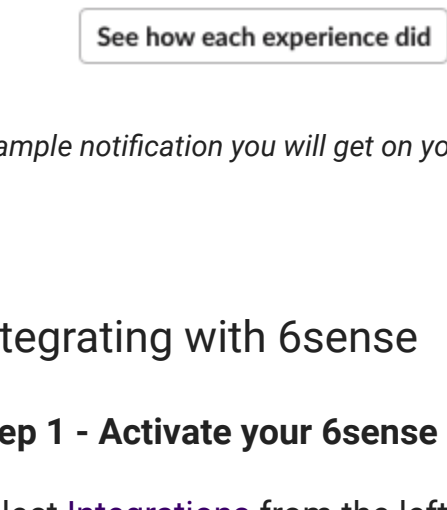
Click on the “View Details” button to view a list of companies that have viewed or converted on your experience

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
				YES

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 [here](#).

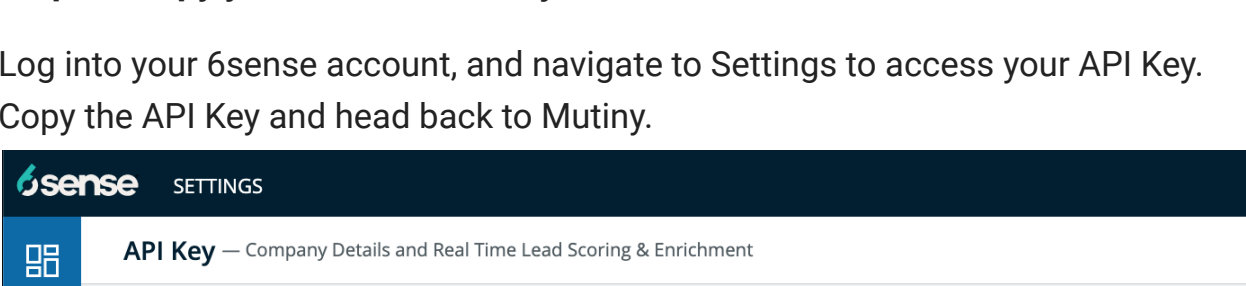


Example notification you will get on your live Mutiny experiences in Slack

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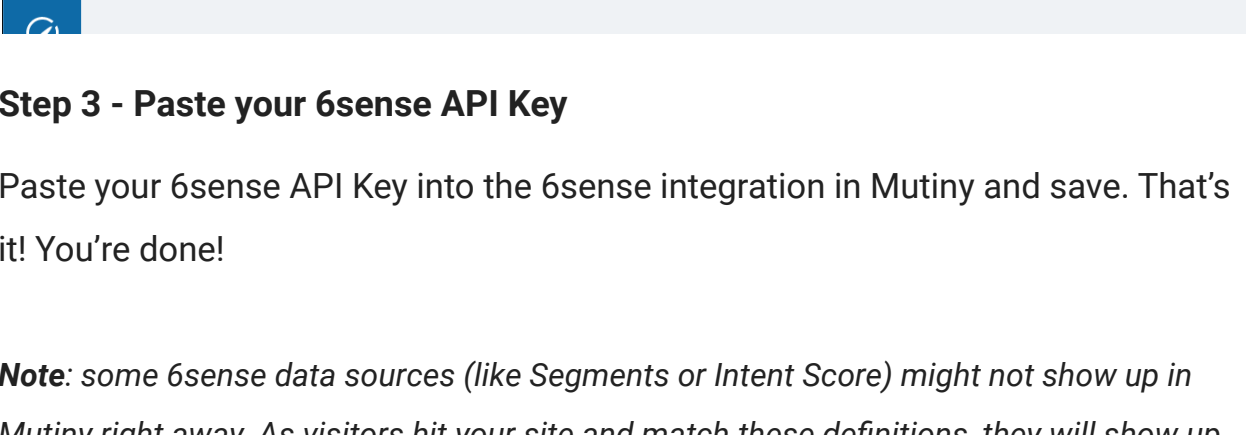
Step 1 - Activate your 6sense integration

Select [Integrations](#) from the left side pane and click on 6sense.



Step 2 - Copy your 6sense API Key

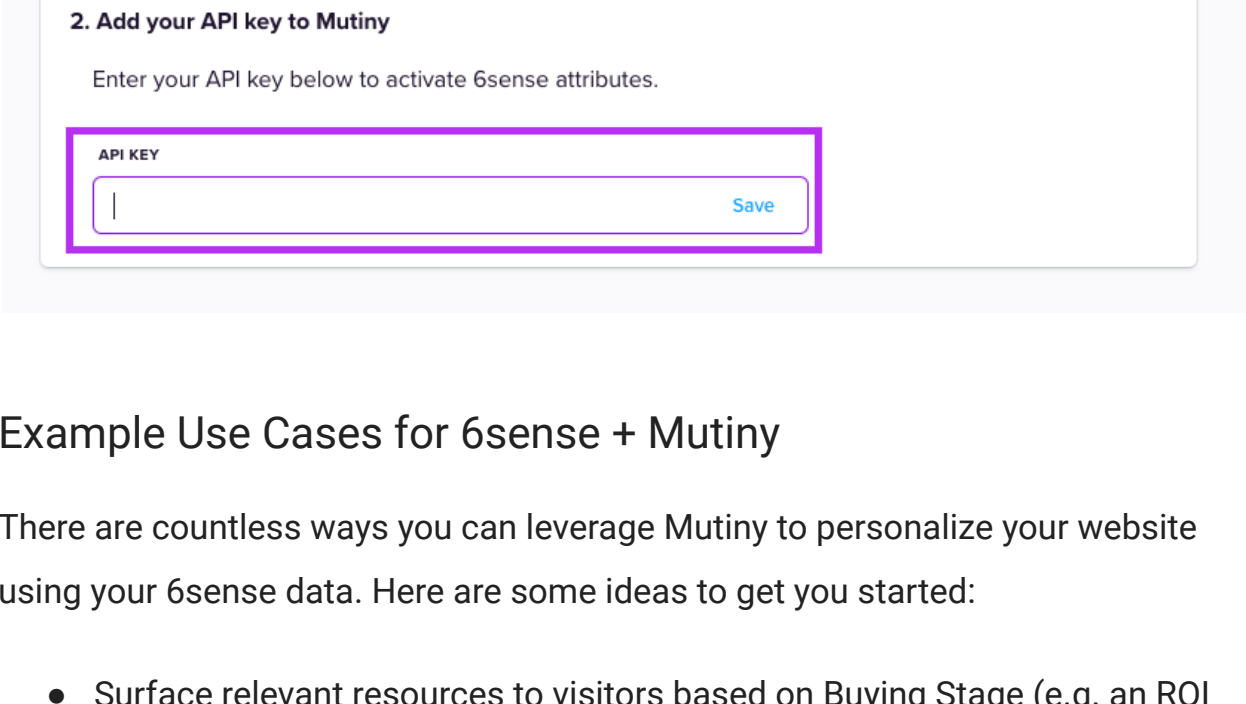
Log into your 6sense account, and navigate to Settings to access your API Key. Copy the API Key and head back to Mutiny.



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!

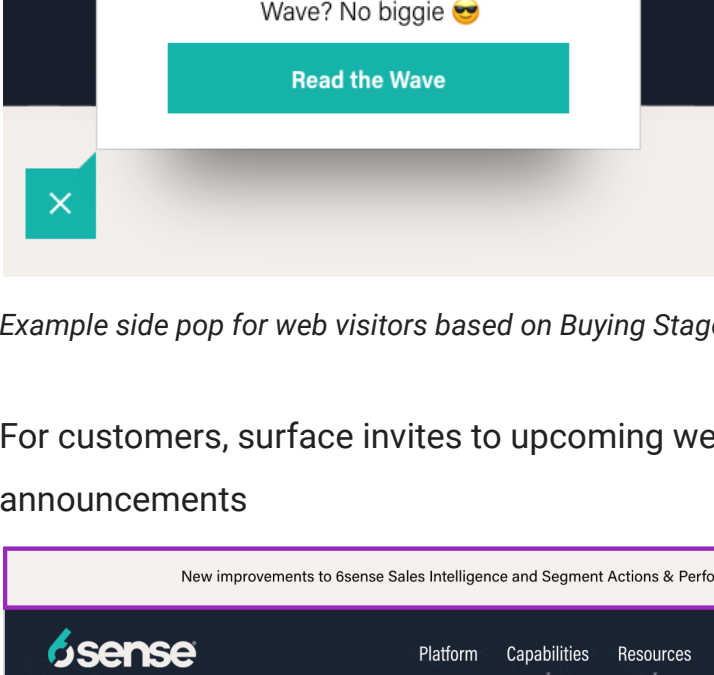
Note: some 6sense data sources (like Segments or Intent Score) might not show up in Mutiny right away. As visitors hit your site and match these definitions, they will show up in Mutiny.



Example Use Cases for 6sense + Mutiny

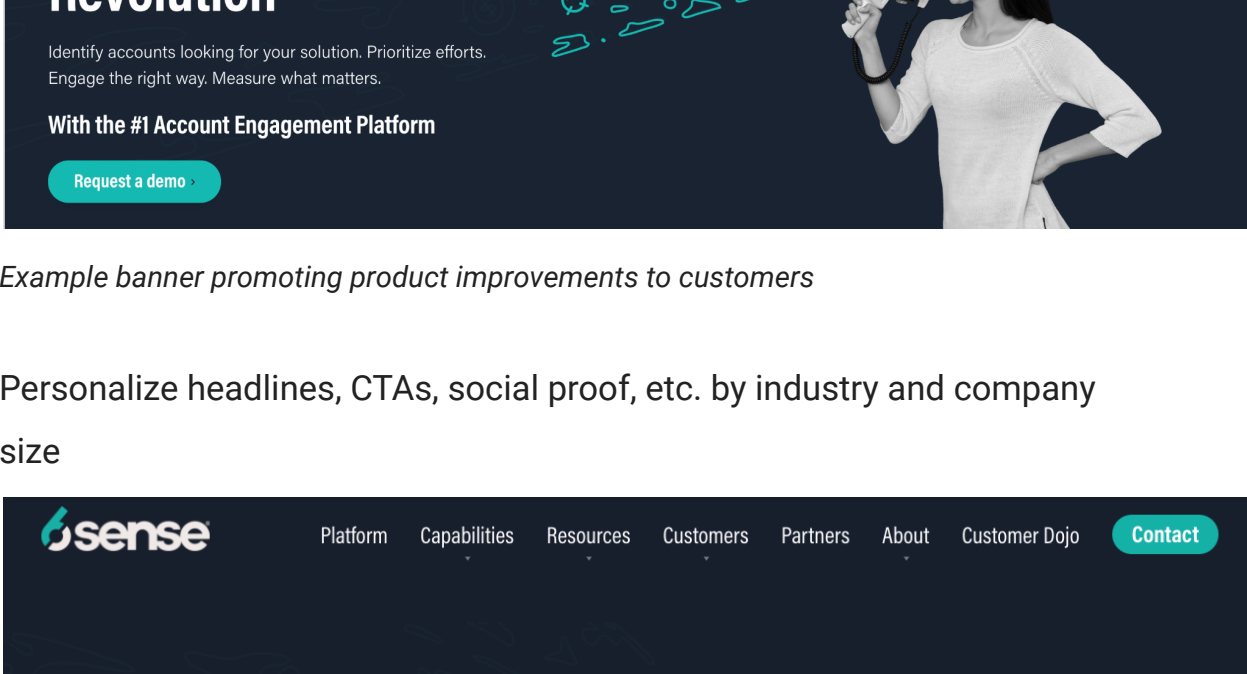
There are countless ways you can leverage Mutiny to personalize your website using your 6sense data. Here are some ideas to get you started:

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



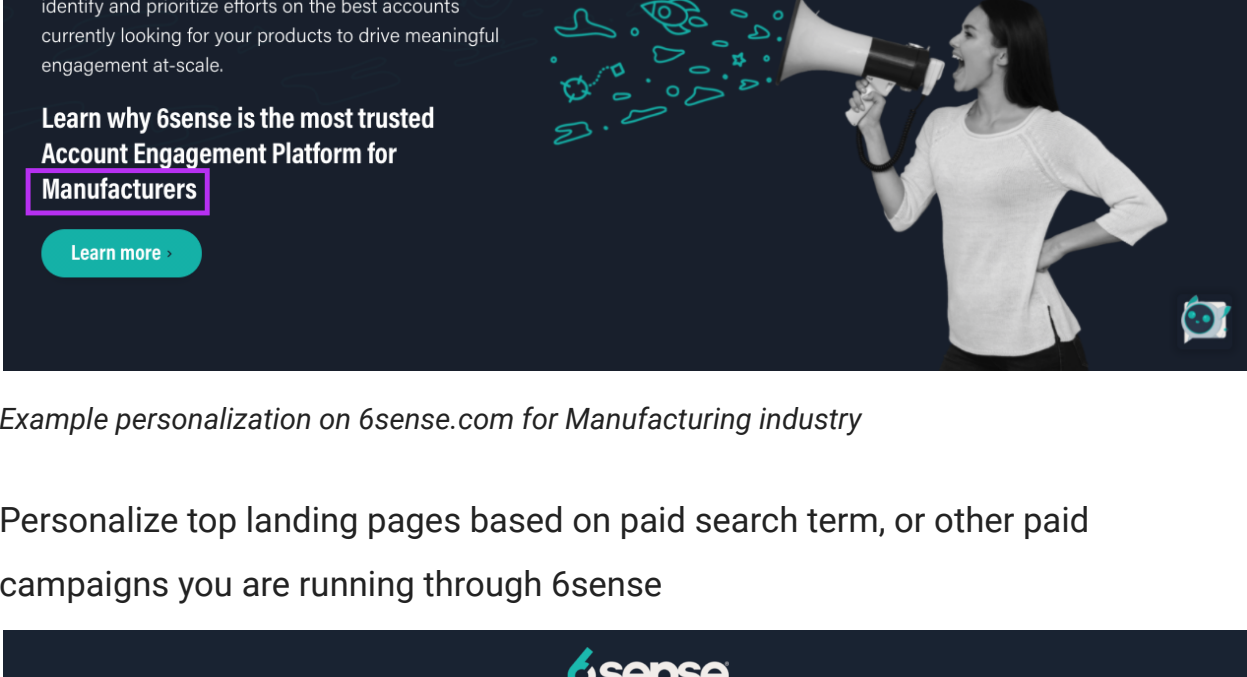
Example side pop for web visitors based on Buying Stage (Consideration)

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



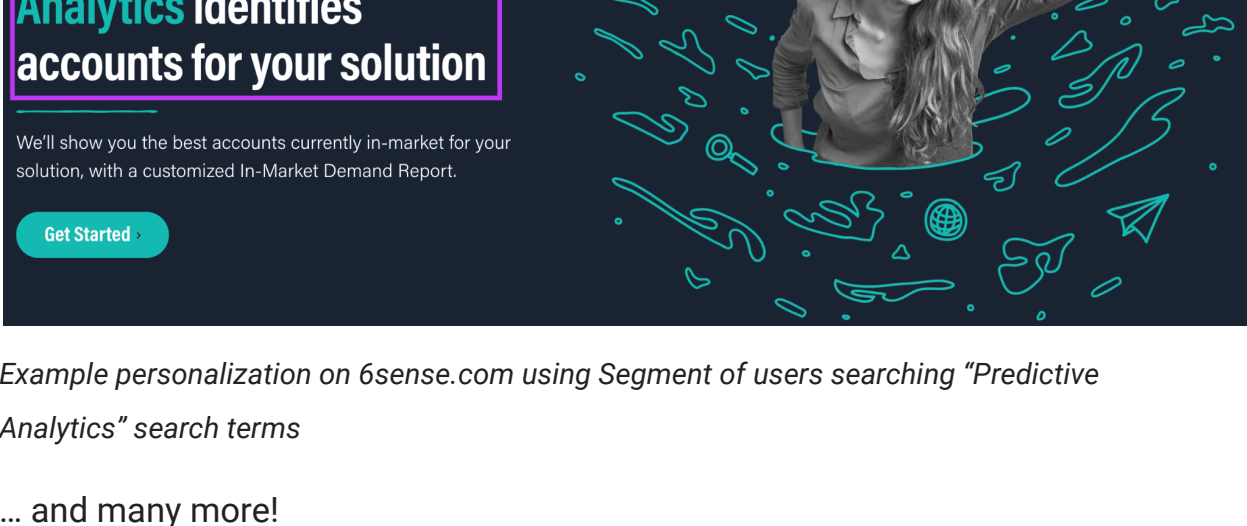
Example banner promoting product improvements to customers

- 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.