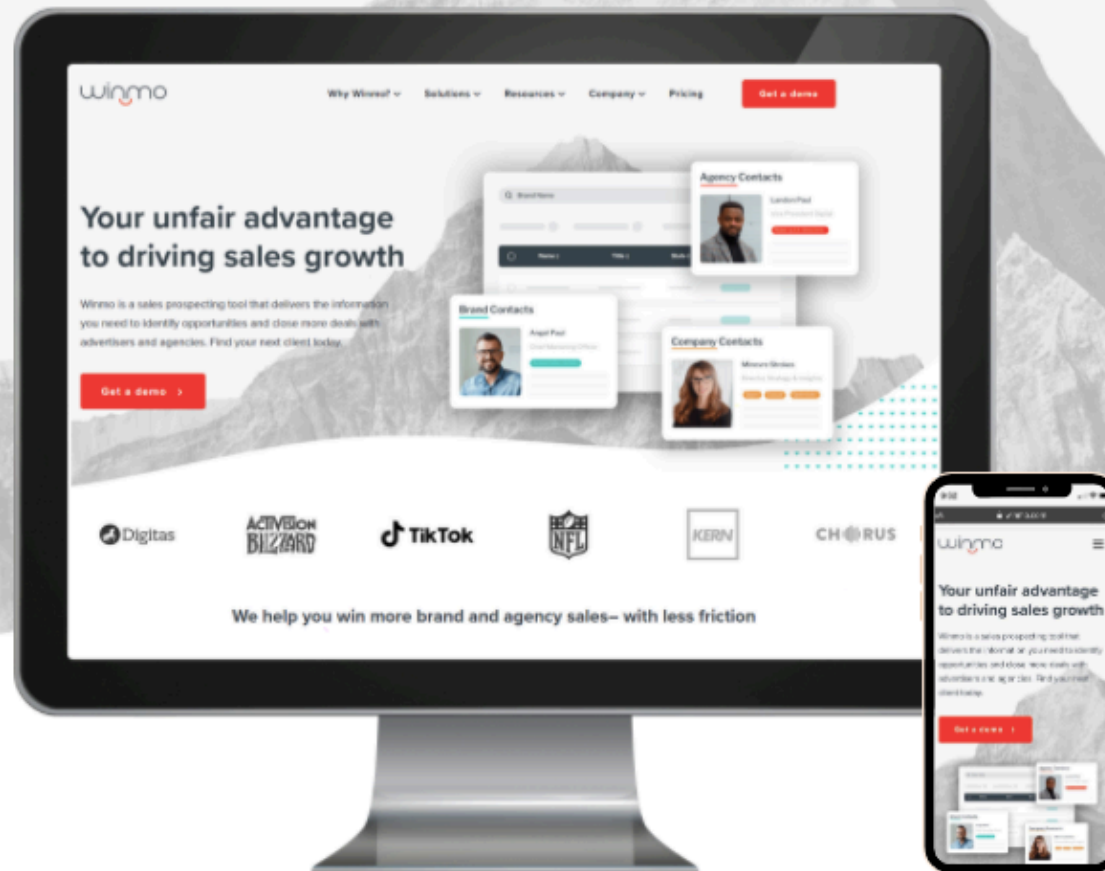


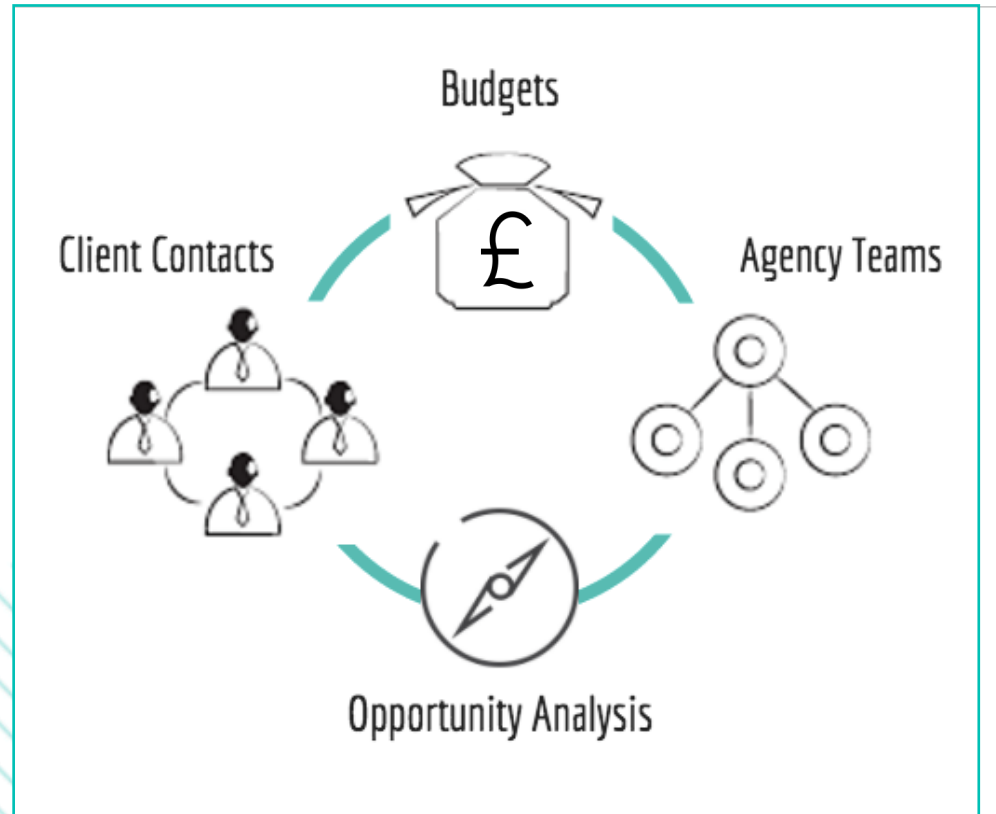
HI, WE'RE WINMO...



WHAT'S WINMO?

Winmo is a new business prospecting tool that delivers the information you need to **know exactly who manages marketing investments at 8,800+ UK advertisers**, with direct contact details.

Mapping 41,000+ key decision-makers across parent companies, brands, and their agencies, Winmo shows you everyone involved in key marketing decisions, so you can **reach the right CMO, marketing director, or media buyer** without wasting time cross-checking.



WHY WINMO?

Because, on average, sales professionals waste up to two hours per day researching instead of selling, which has a significant opportunity cost:



**£125
PER DAY**

**£625
PER WEEK**

**£2,500
PER MONTH**

**£30,000
PER YEAR**

**AVG. SALES DIRECTOR
ANNUAL SALARY = £127,000**



[Crunch your own numbers with our ROI calculator](#)

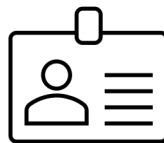
WHY WINMO?

Because it's better to be proactive than reactive. Winmo tells you which accounts to pitch, who to contact, and what to say to get their attention.



Complete brand and agency contacts

Access the specific brand *and* media agency contacts working on an account, with direct contact details.



Social sales intelligence

Better than LinkedIn because everyone is openly sharing lead opportunities and contact data.



Forecasted sales opportunities

Know about campaigns and agency tenders 3-18 months before they happen with predictive leads.



Granular ad spend insights

See what advertisers are investing across traditional and digital media channels, with up-to-the-minute buying insights and intel.



Scale your outreach

Generate lists by title, spend, company revenue, audience demographics, and buying behavior.



Competitive buying intel

Get a detailed breakdown of direct, programmatic, and social buys and see who's spending with your competition.

WHO WORKS WITH US?



WHAT DO UK COMPANIES THINK?

"There's been countless times Winmo has helped myself and the rest of the team achieve sales – the standout for me would be last year when **it helped make me my biggest sale to date!**"

- Mark Smith | Sales Executive, Boomerang Media UK

"Winmo is really helpful. **It gives me a competitive edge by enabling me to understand when marketing leads and CMOs have recently moved** into a new company and will therefore be open to new agencies and martech. I also love the fact it provides all contacts' email addresses which is a big time-saver!"

- Joe Merriweather | Client Executive, Fifty.io

"**Winmo gives me an early indication of account changes**, allowing me to maneuver my contact strategy to start to get to know key people at those prospect orgs."

- Dan Archer | Marketing Director, Freestyle Agency

CONNECT WITH YOUR EXISTING TOOLS



Salesforce: Sync contacts leads, and accounts to Salesforce.



HubSpot: Export data from Winmo directly into HubSpot.



LinkedIn: Open a contact or company's LinkedIn profile directly from their Winmo page.



Microsoft Dynamics CRM: Connect Winmo to your CRM environment to fill your sales pipeline with verified targets.

INDUSTRY LEADING INSIGHTS BUILT-IN



Nielsen: Make informed marketing decisions by measuring advertising activities by spend, creative, channel, and type of media.



Pathmatics: See how digital ad investments are being spent across Facebook, Instagram, Twitter, desktop, mobile, and video.



Adbeat: Access digital creative, ad frequency, top publishers, programmatic, and native insight.



WANT MORE?

YOU GOT IT.



winmo

FORECASTED SALES OPPORTUNITIES

With WinmoEdge, Winmo's predictive prospecting publication, you'll know about campaigns and agency tenders, months before they happen.



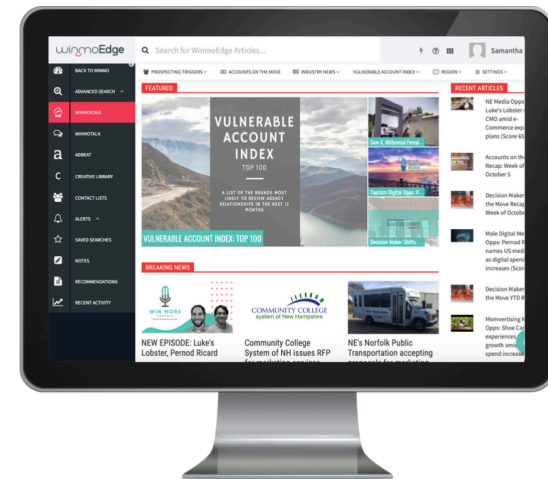
WinmoEdge monitors the signals that create sales opportunities

We factor in new hires, earnings reports, spending shifts, agency tenure, and more to alert users when brands will be in the market for vendors and new exposure.



Know who (and when) to prospect

With millions in annual ad spend forecasted and 81% of our predicted sales opportunities achieved, Winmo clients simply win more business.



"Winmo helps me set-up my working day - I particularly like the morning WinmoEdge email with details about what is happening with several potential key accounts, giving fresh leads I would never have known about."

- Mark Gomm, WVA Video Agency



THE VULNERABLE ACCOUNT INDEX (VAI)

WinmoEdge's VAI is our magic eight ball – forecasting significant spending shifts and agency changes before they happen (with an 81% success rate).



Recent forecasted wins:

[Campaign Imminent: Uswitch concludes media review](#)

[Campaign Imminent: Moet Hennessy starts UK review](#)

[Sports Direct moves PR account, launches first Christmas campaign](#)

HUMAN VERIFIED DATA

Meaningful sales intelligence can't be scraped from a Google search or even LinkedIn. Winmo employs a team of **seasoned analysts who maintain relationships with their clients**. Their knowledge cannot be outsourced or automated.



Accurate email addresses

Deliverability rates from email accessed through Winmo are always above 80%, with 90% + preferred.



Data verified every 60 days

Our living, breathing researchers make sure your lists contain quality leads, verifying data every 60 days.

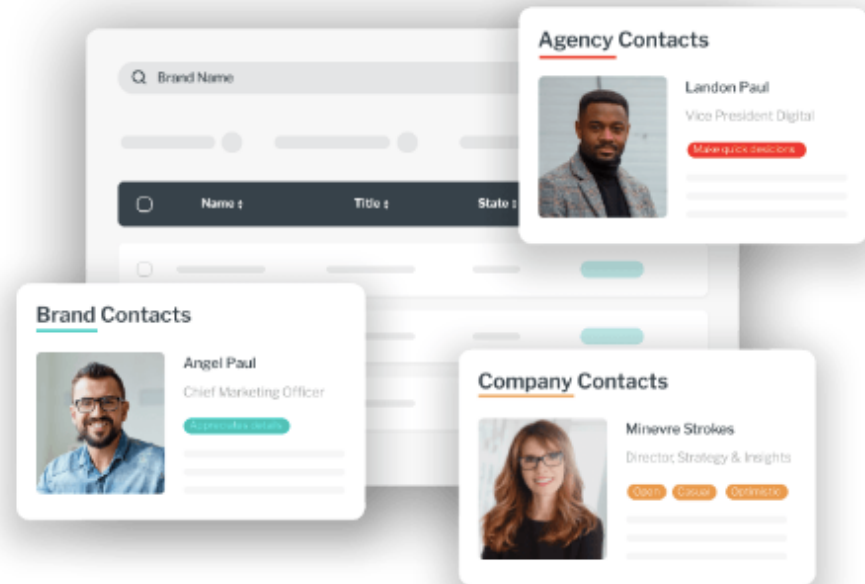
Today, there are more shifts in the marketing and advertising industry than ever before.

22% Turnover rate.
(source: iMercer)

COMPANY > BRAND > AGENCY RELATIONSHIPS

Sales professionals don't want to guess who works for which brand and which brand works with which agency.

Our sales intelligence tool identifies this delicate data structure for a complete view of decision makers, budget-by-budget.



Winmo's sales intelligence ensures you can navigate full decision-maker hierarchies with ease.