

winmo

COMPETITIVE ANALYSIS

WINMO TAKES ACTION. PROSPECT STRATEGICALLY, BE FIRST TO BIG-TICKET AD BUDGETS, AND AVOID REACTIVELY CHASING SMALL CHANGES.

WINMO ECLIPSES MEDIARADAR ON:

CONTACTS



Contact accuracy: According to Winmo users, our database has the most accurate information, robust brand-level contacts, and the most direct contact details for VPs and above. Plus, we accelerated our review process, with updated and new contacts every 60 days to keep this competitive edge. Users rely on the right titles, with direct dials, and emails that help craft outreach that gets a response.



Contact relevancy: Mapping 175,000 decision-makers across brands, parent companies and agencies, Winmo shows users a simple view of the complex array of decision-makers with ad budgets across global, national, and regional brands. Of course, users see media teams by account, but Winmo goes beyond media buyers to access in-house marketers, strategy, planning, social, and creative budget holders who control over \$100B annually.

TIMING



Proactive prospecting: Winmo clients save time and energy searching brands by planning period, buying periods, and campaign planning windows to get in front of them before their next major campaign.



Campaign predictions and agency hire reports: Winmo clients know when media agencies win new business and when new creative is hired. These shifts are distilled into actionable daily leads that clue sellers into opportunities (months before a campaign is announced) to prospect proactively and leapfrog their competition.



Emerging advertisers: Winmo monitors emerging/under-the-radar companies with funding received specifically to ramp up marketing, brand awareness, and advertising investments. Users receive daily alerts in order to begin outreach to be included in the campaign from the start, rather than chasing money after it's already in market.



Competitor monitoring: Publishers utilize Winmo's advertising ecosystem to monitor their competitors to know which advertisers are buying in real-time and how ad space is being purchased. They can also set alerts for spending surges and new creatives.

INSIGHT



Social monitoring: With integrated, up-to-the-minute data, Winmo clients uncover billions in social media budgets, paid social creatives, campaign launches, and search industry verticals. They know who is ramping up spend on Facebook, Instagram and Twitter (versus Snapchat only).



Marketing and advertising technology: Winmo's martech database is a searchable landscape of martech and adtech companies, complete with contact information, allowing users to generate lists of DSPs, SSPs, networks, and other platforms.



TV spend data: Winmo provides visibility into broadcast budgets with integrated TV spend powered by iSpot.tv, as well as DRTV buying behavior powered by IMS Media Analytics.



Digital advertising insights: See spend across brands, publishers, audiences, and adtech intermediaries with our integrated digital advertising ecosystem.



Unique insights: From social demographics and sports league/nonprofit partnerships to intent data and OOH, Winmo provides more than just ad spend with the context users need to identify and qualify opportunities.



UK and EU insights: Optional access to Winmo UK and access to EU contacts, brands, and agencies.

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