

What Happens Every 30 Days in Winmo



What's In Winmo?

Winmo's advertising database includes:

135K+ Decision Makers

11K+ Companies

32K+ Brands

8K+ Agencies

1,600 Martech Companies



5,000+ Confirmation Phone Calls Made

One of the key differentiators that sets Winmo's data apart from others is our accuracy. We employ a US-based, in-house research team that provides human oversight and phone verification to every contact record in Winmo.



400+ Custom Research Requests Completed

Sometimes contact requests are made outside of our database. Our team fulfills these custom data needs and sends back, typically within 48 hours.



30,000+ Emails Verified

Over a 30 day span, our team is verifying over 30,000 email addresses within Winmo. That means when you're plugging our data into your sales cadence you can rest assured it's landing directly in your prospects inbox!



2,000+ Agency Profiles Updated

Within a month, our team is updating over 2,000 of Winmo's agency profiles. Typically this could include updating firmographic details or even a change in their existing agency-brand relationships.

New!

50+ New Profiles Added

Since Winmo tracks national advertisers, in order for a company to make it into our advertising database they have to meet certain requirements:

- 1) Over \$50M in annual revenue
- 2) Over \$750K in annual media spend
- 3) Works with a national agency



2,000+ Decision-Makers Removed

Due to the constant churn in the advertising and marketing industry, paired with our unwavering commitment to providing the most accurate data available, our research team removes over 2,000 out dated decision-maker profiles each month!

94%

2018 email accuracy of Winmo

% of contact data shifts in Winmo within 30 days

6%



Leave the data to us, and get back to doing what you do best - selling!

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