

# 12 MONTHS OF PRODUCT ENHANCEMENTS

## OCTOBER

### Updated Recommendations Page & Mobile Experience

We gave your Lead Recommendations a serious boost by adding client relationships, contact counts and more. [Get the full scoop on this update.](#)

We also enhanced search menus and overall mobile experience for Winmo users on the go

## JANUARY

### Media Mix Breakdown

See how much of a company's budget was spent on a specific media type in a given year with [this 360-degree Media Mix view.](#)

## MARCH

### Follow Individual Contacts for Alerts

We made it possible to follow contacts the same way you follow brands and agencies in Winmo, so you can be first to know about changes. Check out this [quick tutorial on all-things-alerts.](#)

## MAY

### Personality Insights from Crystal Knows

Need a cheat sheet for sending the perfect email? No one knows your prospects better than Crystal, and we've integrated those eerily-accurate details into Winmo. Not using this? [See what you've been missing!](#)

## JULY

### Multiple Media Spend Search

Looking for brands spending \$1M on TV AND \$1 on Digital? Plug in spending ranges across formats with this handy [Multi Spend Search.](#)

## OCTOBER

### Export Contacts to HubSpot

Export contacts from Winmo to the popular marketing automation platform.

## DECEMBER

### Help Desk Added to Left Navigation

Need help? All you have to do is navigate to the Help Desk option on the left navigation in Winmo to find Live Chat, articles and more. [Log in](#) to check it out!

## FEBRUARY

### Auto Save Searches when Creating a List

Building a list? Winmo will automatically save the criteria you used. [Check out the searches Winmo has saved for you.](#)

## APRIL

### Sponsorship Spending Breakdowns from Hookit

Available to our Advantage customers, this super-helpful partnership with Hookit pulls sponsorship spending details right into Winmo brand profiles. [See exactly how it works.](#)

## JUNE

### Updated Agency Relationships Table

When you navigate to the Agency Relationships section of brand or company profiles, get a preview of the agency's role and tenure length.

## SEPTEMBER

### TV airing data from iSpot.tv

The best part about [ad creative and airing data from iSpot?](#) The Top Networks data is searchable. Check it out.