

# WINMO'S 2020 PRODUCT ROADMAP

**JAN '20**



## SEARCH COMPANIES BY NAICS CODE

Drill down on narrower competitive segments with hyper-specific NAICS codes.

**FEB '20**



## EXPORT TO MICROSOFT DYNAMICS

In addition to Salesforce, HubSpot, and Excel, users can now export Winmo data to Dynamics.



## SPONSORSHIP PARTNERSHIP DATA

Access sponsorship partner data across the NBA, NFL, MLB, MLS, and NHL. Including brands/companies that have sponsorships in place for each league, team, and season.

**MAR '20**



## DIRECT RESPONSE TV INSIGHTS



With help from IMS Media Analytics, discover brands spending in DRTV plus the types of campaigns they're running.

**MAY '20**



## WIN MORE PODCAST

LISTEN ON Spotify

Each day our resident expert John Zaldonis surfaces actionable business opportunities with key contacts and insights.

**JUNE '20**



## GUMGUM SPONSORSHIP PLACEMENT DATA



On top of brand partnerships with teams and leagues, our GumGum Sports integration shows in-venue placements of sponsorship activations.

**AUG '20**



## CRYSTAL KNOWS EXPANSION

Access personality insights for an entire brand team, including email tips, communication strategies, and a sales process guide.

**SEP '20**



## PATHMATICS SOCIAL SPENDING

Discover information for Twitter, Facebook, and Instagram, including how much an advertiser is spending on each channel.

**NOV '20**



## INTENT INSIGHTS DATA

Powered by Bombora, see which companies are researching your products and services, finding customers when they're ready to buy.

**DEC '20**



## SAVE KEY ACCOUNTS

Winmo users are able to save companies, brands, and/or agencies to customized lists right on their profile.



## WHAT'S COMING IN 2021?

### EASIER EXPORTS AND TIME-SAVING BROWSING

We're making it easier to both export contacts and instantly get the right email address for your top prospects.

Unlock your unfair advantage