



# COMPETITIVE ANALYSIS

WINMO TAKES ACTION. PROSPECT STRATEGICALLY, BE FIRST TO EMERGING BRANDS, AND AVOID REACTIVELY CHASING SMALL CHANGES.

## WINMO ECLIPSES ALF ON:



### TIMING

#### Campaign predictions and agency hire reports

Winmo clients know when media agencies win new business and creatives are hired. These changes are shared with users as actionable daily leads that clue sellers into opportunities (months before campaigns are launched or RFPs are announced) to beat the competition.

#### Emerging advertisers

Winmo monitors emerging/under-the-radar companies with the funding to ramp up marketing, brand awareness, and advertising investments.

#### Daily alerts

Begin outreach immediately with daily alert emails on new CMO hires, brand/agency relationships, brand spending increases, and more.

"Winmo gives me a competitive edge by telling me when Marketing Leads and CMOs will be open to new agencies and martechs. Having all contacts' email addresses is a big time saver!"

Joe M. | Fifty.io

#### Proactive prospecting

Winmo clients save time and energy searching brands by planning periods, buying periods, and campaign planning windows to reach out before their next major campaign.

#### Competitor monitoring

Publishers utilize Winmo to monitor their competitors (and set alerts for spending surges and new creatives). Know which advertisers are buying in real-time and how ad space is purchased.

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

Mark S. | Boomerang Media

### CONTACTS

#### Contact relevancy

Mapping 41,000 decision-makers across brands, parent companies and agencies, Winmo shows every key decision maker, so you can reach the right CMO, marketing director, or media buyer at 8,800+ UK brands without wasting time cross-checking.

#### Contact accuracy

According to Winmo users, our database has the most accurate information, robust brand-level contacts, and direct contact details for VPs and above.



### INSIGHT AND EDUCATION

#### 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. Know which brands are ramping up spend on Facebook.

#### Digital advertising insights

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

[PUT IT TO THE TEST, TRY WINMO YOURSELF](#)