



COMPETITIVE ANALYSIS

Winmo takes action. . . Prospect strategically and be the first to big-ticket sponsorship budgets.

WINMO ECLIPSES SPONSORUNITED ON:



CONTACTS

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. Plus, we accelerated our review process, with new and updated contacts added every 60 days to keep this competitive edge. Users rely on the right titles, with direct dials and emails, to 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. 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.



INSIGHT + INTEGRATIONS

Emerging opportunities: Want to uncover opportunities with emerging and challenger brands that are likely to *start* investing in sponsorship? Winmo is the industry's only early warning system, so you can be first in line. Rather than pursue leftover budgets, our research analysts track sponsorship sales triggers at established and emerging brands. While SponsorUnited reports on partnerships and specific activations, it doesn't include brands not currently activating sponsorships. Our prospecting publication WinmoEdge spots opportunities on the horizon and serves them to your inbox so you can be first to early-stage opportunities.

List-building and audience demographics: Build a list of brands and contacts based on location, industry category, target audience demographic (gender, age, 18-34, HHI), history of partnerships, job function (sponsorship, sports marketing, media, multicultural marketing), and more.

Existing sponsorship partners and activation: Winmo lists brands' existing sponsorship partners (you can even search those sponsoring specific teams and leagues). Profiles also incorporate industry-leading AI from Relo Metrics to display in-venue activations, plus insight from Hookit that details estimated spend across sports. Use this information to scout potential partners in your area, perfect your pitch, and show how you can complement (or elevate) an existing strategy.

Export to your CRM: Once your lists are built, our Salesforce, Microsoft Dynamics, and HubSpot integrations make it easy to push your prospect data directly into your CRM. Export the entire list or individual accounts and contacts as you go.



TIMING

Proactive prospecting: Winmo clients can search brands by planning periods, buying periods, and planning windows. Then uncover what percentage of a brand's sponsorship spend is allocated to teams, leagues, athletes, and events.

Brand-agency relationships: Winmo maps all decision-makers (including agencies) responsible for a brand's marketing strategy in one place. Find out which brand decision-makers, creative and media agencies, and sponsorship agencies are negotiating on a brand's behalf.

Winmo Scoops group: Get daily Winmo leads right to your Slack (or email)! These curated opportunities detail brands rumored to be increasing spend, scouting marketing partners and more.

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