

JAN '21**DEEPER INTEGRATION WITH PATHMATICS**

Winmo brand profiles now link to up-to-the-minute digital and social spend analysis by measurement leader, Pathmatics.

FEB '21**SET ALERTS ON KEY ACCOUNT LISTS**

Once you've made a Key Account List, you can easily set alerts on your most important targets.

APR '21**REFINED MEDIA SPEND DATA**

Spending figures on the site, courtesy of our partners at Kantar Media, now have even more refined counting methodology.

MAY '21**OTT INSIGHTS VIA ISPOT PARTNERSHIP**

Thanks to our expanded partnership with iSpot.tv Winmo has added OTT insights to Brand profile pages and Advanced Search.

AUG '21**UPDATED MEDIA MIX LOOK AND FEEL**

The Media Mix section on all profiles has been updated to more easily reflect the proportions of ad spend broken out by media channel.

OCT '21**PROSPECTING TRIGGERS IN SEARCH**

Every advertiser written about in Prospecting Triggers now appears in Winmo Search results.

NOV '21**NEW CONTACT EMAIL FETCHING**

Instantly analyze an email against company peers to uncover the most likely address for anyone listed on the platform without a verified email.

SOCIAL IMPACT ADDED TO ADVANCED SEARCH

Generate a list of contacts responsible for social impact responsibilities including diversity and inclusion measures, sustainability, etc.

**WHAT'S COMING TO
WINMO IN 2022?**

**Unlock your unfair
advantage to find out**