

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?

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