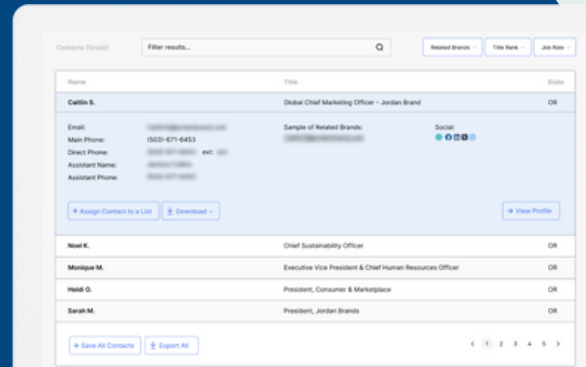




# OUTPERFORMS MEDIARADAR ON:



## CONTACT ACCURACY

Winmo targets not just traditional media buyers, but also in-house marketers and other key decision-makers, managing a combined annual budget of over \$100 billion.



## EXPORTABILITY

Avoid a complex, costly or manual process of porting leads to your CRM with Winmo's out-of-the-box connectors for Salesforce, MS Dynamics, and HubSpot.



## PROACTIVE PROSPECTING

Winmo helps clients optimize their brand search by identifying key planning and buying periods, allowing them to reach decision-makers ahead of their next campaign.



## MEDIA MIX

Winmo provides real-time insights into a brand's media spending habits across broadcast, print, digital, radio, OOH, and digital search over the past year.



## COMPETITOR MONITORING

Publishers use Winmo to analyze competitor ad buying strategies. Unlike Media Radar, Winmo offers a unique advantage by exposing the adtech intermediaries involved in these transactions.



## INTENT DATA

Winmo leverages Bombora's intent data to identify potential buyers researching specific products and services across various industries from eCommerce and APIs to Branding and Campaigns.



## PERSONALIZED OUTREACH

Supercharge your outreach with Winmo Compose - the AI writing assistant powered by personality insights. Start writing outreach that resonates.



## CAMPAIGN PREDICTION

WinmoEdge alerts clients to key industry developments, such as media agency wins, talent hires, and increased ad spending, providing daily actionable leads.

# READY TO PUT IT TO THE TEST?



REQUEST A DEMO