# WINDO OUTPERFORMS MEDIARADAR ON:

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Name		Title		State
Caltin 5.		Global Chief Marketing Officer - Jordan Brand		OR
Email	1.000	Sample of Related Brands:	Social	
Main Phone:	(503)-671-6453	Carlo Capacita de Carlo de Carlo	0000	
Direct Phone:				
Assistant Name: Assistant Phone:	Annual College			
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Novel K,		Oniel Sustainability Officer		08
Monique M.		Executive Vice President & Chief Human Resources Officer		OR
Heid D.		President, Consumer & Marketplace		OR
		President, Jordan Brands		



#### 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.



#### **PROACTIVE PROSPECTING**

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



### EXPORTABILITY

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

#### **MEDIA MIX**

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



#### PERSONALIZED OUTREACH

Winmo users supercharge their outreach efforts by utilizing Winmo Compose, the AI writing assistant that draws on personality insights to craft messages that resonate.



#### **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.



#### **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** 

