

2023 Winmo

PRODUCT ROADMAP IN REVIEW

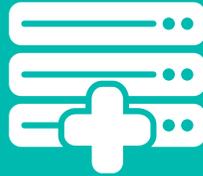
Click on the icons below to learn more about this year's product improvements

CONTACT LISTS BY ENTITY



Advertiser or agency? When searching contacts, add entity type to create lists of advertiser or agency side decision-makers.

FIND LEADS BY PROSPECTING TRIGGERS



Use Prospecting Triggers to surface leads poised to hire agencies, launch campaigns, enter new channels or target new demos.

KEY ACCOUNTS IMPROVEMENTS

Upload your Key Accounts list to Winmo to see all associated contacts in the same view. [Learn more.](#)



SOCIAL SPEND SEARCH



Winmo Social users can now search brand spend on Facebook, X, Instagram, TikTok and YouTube by transaction type (programmatic vs. direct).

2-FACTOR AUTHENTICATION

Your login security has been enhanced through the addition of two-factor authentication- and SAML/SSO improvements



DATABASE EXPANSION

2,200+

New Agency Relationships

200+

New Agencies

450+

New Companies

900+

New Brands

SEARCH BY WHAT HAS BEEN NEWLY ADDED

Navigate to 'Newly Added' to find brands & contacts added in the last 10, 30 and 90 days. [Learn more.](#)



[SEE WHAT'S NEW! LOGIN TO WINMO](#)