

AGENCY NEW BUSINESS TOOLS

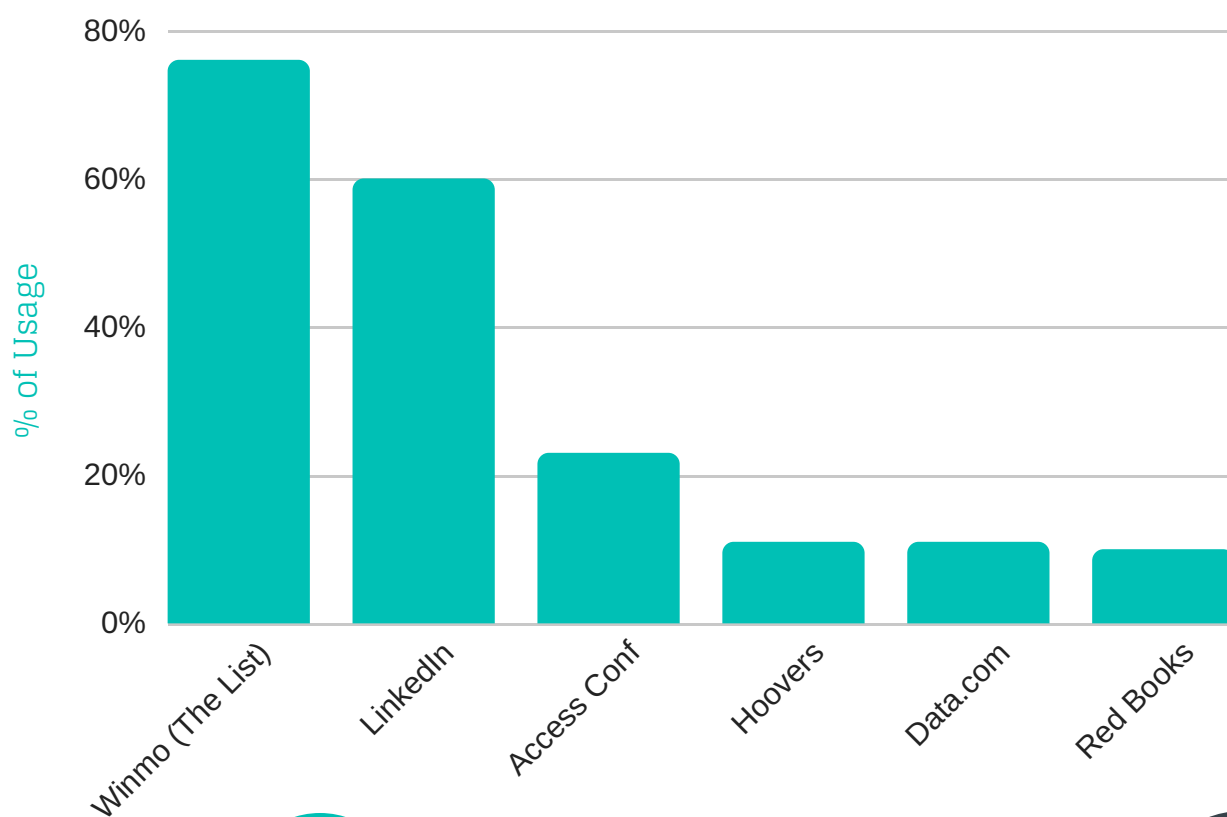
MASHUP

More and more agencies are investing in list building tools to grow their business. According to the [2017 Mirren/RSW New Business Tools Report](#), 59% of agency execs reported using prospect contact/list building software, up 11% from last year.

See which audience identification resources they're investing in:

Prospect List Building Tools

2017 Mirren/RSW New Business Report



Compared to 2016, **11%** more agencies are investing in list building tools to grow their business.

This is the **1st** time more agencies are using list building software than the number of agencies who are not.



76% of agencies choose Winmo (The List) over any other prospecting tool, including LinkedIn, Access Confidential and Hoovers.

Ranking **1st**, Winmo takes the cake for identification and effectiveness under the list building software category.

winmo



[Download the full 2017 Mirren/RSW New Business Tools Report here.](#)