

Using Company Surge[®] Intent data with Winmo

winmo

What does Winmo do?

Winmo's award-winning sales intelligence platform connects brand and agency decision-makers with the budgets they control – tracking \$100 billion in total.

Serving impossible-to-find contact information in an intuitive interface, **Winmo charts a direct course to leads likely to convert.** Sellers can leverage Intent Insights, ad spend, demographics, and firmographic filters to build lists of dream clients buying what they're selling.

With custom alerts, up-to-date contact information, and opportunity analysis, Winmo gives sellers an unfair advantage to win more business.

How does Winmo use Intent data?

1. **Identify the strongest Intent signals** - Bombora powered Intent Insight search filters identify accounts showing interest in your product or service *right now*.
2. **Target decision-maker outreach** - Intent Insights filter titles to the exact person likely to buy what you sell. The platform tracks 175,000+ decision-makers with unparalleled accuracy.
3. **Make data actionable for sales** - An intent-driven approach revolutionizes the way businesses market and sell to other businesses.

What are the benefits:



Focus sales efforts on the prospects most likely to convert



Eliminate fruitless research with direct, verified contact information, so sellers can instantly connect with buyers at thousands of businesses



Improve sales and marketing performance with more relevant and consistent activities

For more information, please visit bombora.com or winmo.com/bombora.

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