

Uncover and Nurture Your Ideal Customers and Prospects

Windfall's data drives your business revenue.

Easily identify the right prospects and leads for effective targeting and engagement, so you can bring more of the right potential customers into your funnel. By focusing your efforts on the right individuals, you will increase ROAS, ROI, and customer LTV.

Through predictive intelligence and machine learning, Windfall gives you exact visibility into which prospects to acquire, which customers to engage, the strategies to take — and the power to activate insights into campaigns and engagement.



Identify

Apply precise data to uncover and prioritize segments that are most likely to engage and drive revenue.



Understand

Leverage meaningful, accurate insights to decode your audience, uncover hidden gems, and refine your outreach.



Activate

Cultivate lasting relationships with leads and customers at every touchpoint with the right message at the right time.

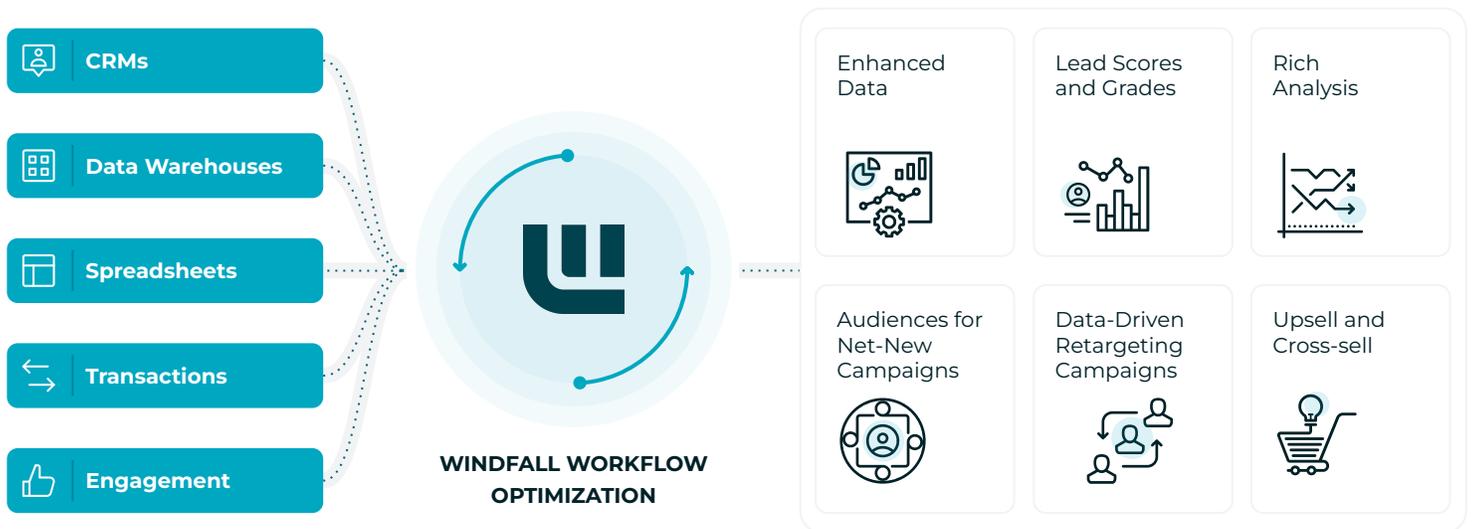


Measure

Understand the true ROI of campaigns with online and offline attribution that includes data measurement and matchback.

Supercharge and Activate First and Third Party Data

THE WINDFALL ADVANTAGE



How Your Organization Can Use Windfall to Grow Revenue



Programmatic Direct Mail

Maximize ROI from direct mail campaigns, from acquisition to re-engagement.



Lookalikes for Digital Ads

Windfall accurately identifies net new prospects who most closely resemble your valuable VIPs.



Lead Grading and Scoring

Leverage Windfall data and/or modeling to evaluate, optimize, and qualify leads.



Understand Ideal Personas

Apply analysis and segmentation to Windfall data attributes to better understand and identify ideal customers.

About Windfall

Windfall is on a mission to democratize access to people insights to drive better actions and outcomes. Powered by AI, Windfall serves data-driven organizations by providing actionable consumer data and custom modeling so they can better understand and engage consumers. More than 700 nonprofit and commercial organizations use Windfall to identify and engage their most promising prospects and customers.