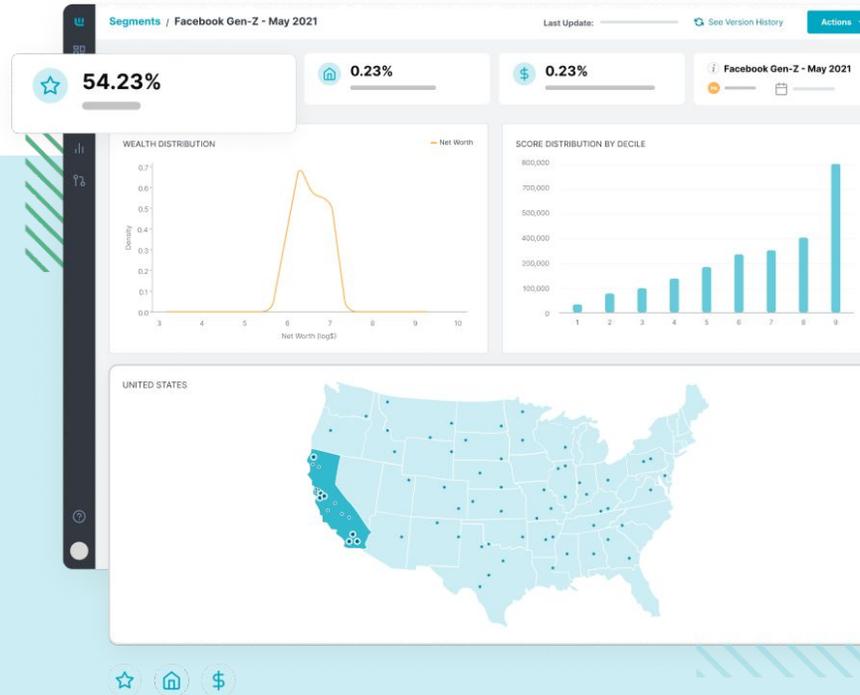


Boost revenue and profitability through the Windfall Application

Better understand your customers, segment your data, and activate your audiences across multiple channels.

The Windfall Difference

Unlike legacy data aggregators that return neighborhood-level wealth ranges based on unreliable survey and census data, Windfall leverages proprietary algorithms to deliver precise net worth that is recalculated on a weekly basis.



Example Use Cases



Segmentation and Market Analysis

Accurately measure market potential, perform ad-hoc cohort analyses, and correctly attribute cross channel campaigns against segments.



Predictive Propensity Scoring

Score leads and customers for smarter lead prioritization and routing by leveraging best-in-class machine learning technologies.



Intelligent Retargeting Campaigns

Boost retargeting ROI with extended match rates compared to first party data alone, including digital, social, TV, and direct channels.



Acquisition of Net-New Audiences

Create and activate highly accurate look-alike segments across channels based on your ideal customers and Windfall's unique intelligence.



Attribution for Campaigns

Test and optimize your segmentation and targeting strategies across multiple channels and campaigns.



Secure and Optimized Workflows

Leverage secure, role-based access controls so you can safely empower cross-team collaboration.

How It Works

The Windfall Application supercharges revenue, operational efficiency, and ROI by empowering sales, marketing, and operations teams to easily gain customer and business insights, and drive high impact cross-channel segmentation and targeting.



Supercharge Insights and Campaign Performance

Identify

Uncover and prioritize segments within first and third party data that are likely to engage and drive revenue.

Measure

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



Understand

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

Engage

Establish and cultivate lasting relationships at every touchpoint with the right message at the right time.