

CAREER INTELLIGENCE

Enhance Your Prospect and Customer Database with Career Insights

Gain critical insights and drive impactful campaigns. Windfall matches wealth, affinity, and employment data to all individuals in your system of record for advanced segmentation and targeting, including leveraging career trigger events for right-time campaigns.



18.1M+ affluent households
110MM+ households
tracked



\$71T+ in aggregate
net worth



20+ high-impact career
insight triggers

CAREER INTELLIGENCE FOR DATA-DRIVEN ORGANIZATIONS

- 1 IDENTIFY HIGH VALUE PROSPECTS:** Leverage employment data alongside existing Windfall attributes to better pinpoint targeting opportunities.
- 2 SEGMENT CUSTOMERS FOR OUTREACH AND CAMPAIGNS:** Use employment attributes such as Job Level and Job Function to better segment your customers and prospects.
- 3 DETERMINE WHEN TO ENGAGE:** Use career changes or a recent promotion to determine the best time to reach out to prospects and customers.

Capabilities, Features, and Available Fields

CAPABILITIES AND FEATURES

- 1 RICH EMPLOYMENT DATA:** Windfall matches your prospect and customer data to 20+ valuable fields, such as employer, title, job function, and industry.
- 2 ENHANCED REACH AND COVERAGE:** Windfall's career insights cover all individuals in Windfall's people graph, and insights are available for both affluent and non-affluent households.
- 3 EASY TO USE:** Employment enrichment follows the same process as Windfall's standard process, adding updated insights to your database weekly.
- 4 FLAT RATE PRICING:** Windfall offers unlimited syncs and records at a flat rate. There are no per record costs.
- 5 CAREER UPDATE ALERTS:** Windfall provides career update alerts for each individual when new information is available.

AVAILABLE FIELDS

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| <ul style="list-style-type: none">■ Employment Match Confidence■ Employment Last Updated Date■ Job Title■ Job Level■ Job Function■ Recently Changed Jobs Since Last Update | <ul style="list-style-type: none">■ LinkedIn URL■ Job Start Date■ Company Name■ Company Domain■ Company Phone Number■ Company NAICS Code | <ul style="list-style-type: none">■ Company City■ Company State■ Company Zip■ Company Size Range■ Company Revenue Range■ Company Address |
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