

Find your next customer and drive revenue

Increase new bookings by identifying profitable travelers and guests.

The Windfall Difference

Unlike legacy data providers with low accuracy and outdated data, Windfall leverages proprietary algorithms to deliver accurate, up-to-date, and actionable insights to help businesses target the right individuals and drive revenue.

Windfall's Coverage

90M

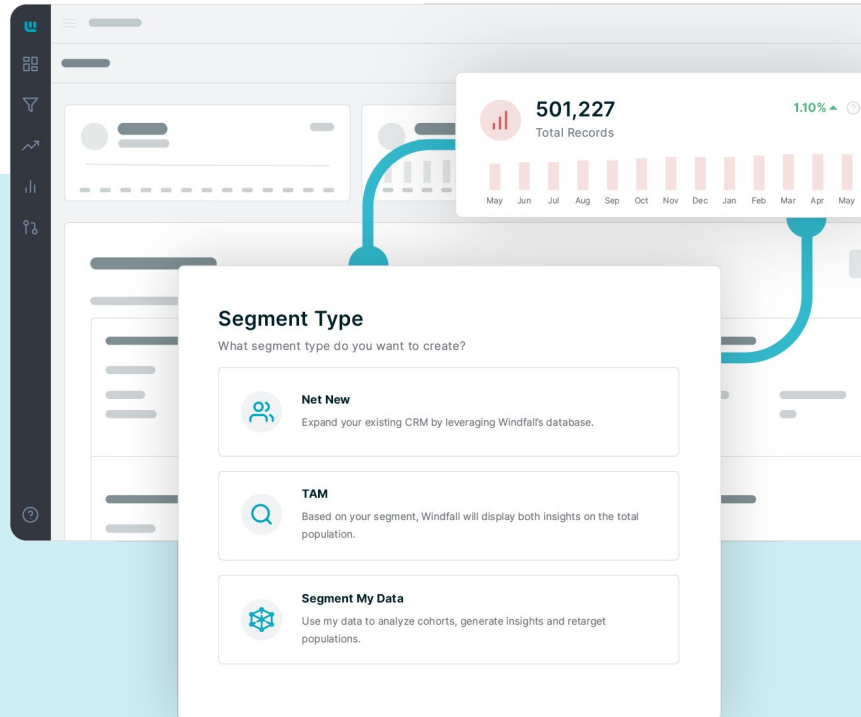
US Households

18.1M

Affluent Households

71T⁺

Total Wealth Tracked



Example Use Cases



Uncover New Opportunities

Surface new sales and marketing opportunities with an accurate understanding of your customers, markets, and marketing influence.



Boost Customer Response

Drive greater response to messaging and campaigns by leveraging life events and other attributes for targeted engagement within your workflows.



Acquire High-Value Leads

Locate and acquire net-new leads who look like your ideal customers and have a high likelihood to book and drive business value.



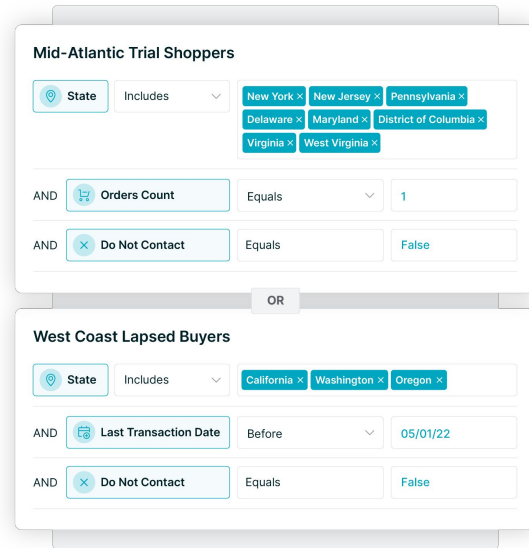
Drive Incremental Revenue

Identify core segments within your customer base and engage them with targeted campaigns that drive re-engagement, upsells, and cross-sells.

How It Works

Windfall identifies your most profitable customers across your systems, surfaces critical insights, and fuels cross-channel campaigns to supercharge marketing ROI.

Leverage Windfall intelligence to acquire new leads who are likely to have a high lifetime value and strong propensity to convert.



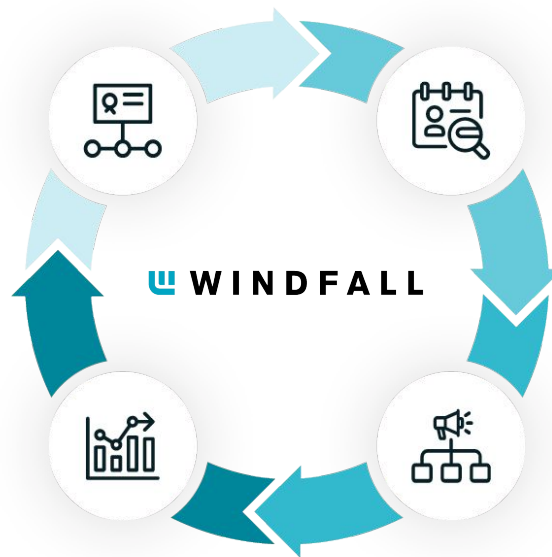
Supercharge Insights and Campaign Performance

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 identify key segments and surface opportunities for sales and marketing engagement.

Engage

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

“Since we applied Windfall's intelligence to our focused customer acquisition approach, we've been able to accomplish our customer acquisition and lead generation goals while keeping spend very low. We owe a tremendous amount of success to the modeling we've done with Windfall.”



Tom Filippini
Founder & CEO