

Drive profitability by engaging your ideal customers and prospects

Easily surface and activate hard-to-find consumer wealth insights and high LTV indicators

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.

Windfall's Coverage

90M⁺

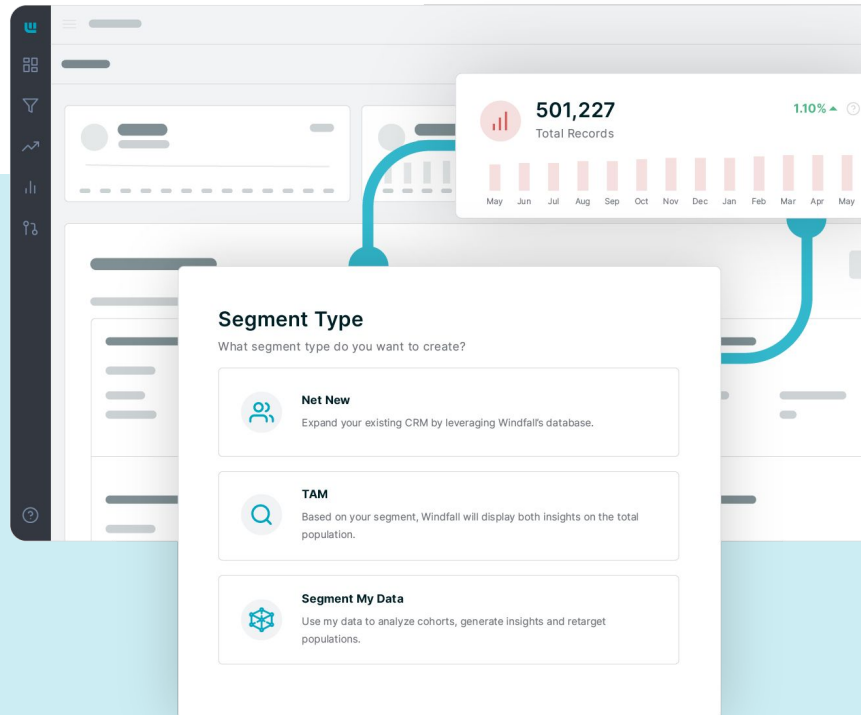
US Households

18.1M

Affluent Households

71T⁺

Total Wealth Tracked



Example Use Cases



Churn Reduction

Re-engage at-risk customers who are likely to drive maximum revenue for your brand with focused win-back programs.



TAM Analysis

Identify your true market opportunities. Leverage insights to identify regions, audiences, and campaigns most likely to drive revenue.



Lookalike Modeling

Leverage Windfall's net worth insights to identify VIP segments and activate them across your marketing channels.



Direct Mail

Maximize ROI from direct mail campaigns that drive net new acquisition and customer re-engagement.

How it Works

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

West Coast Lapsed Buyers

Includes

AND Before

AND Equals

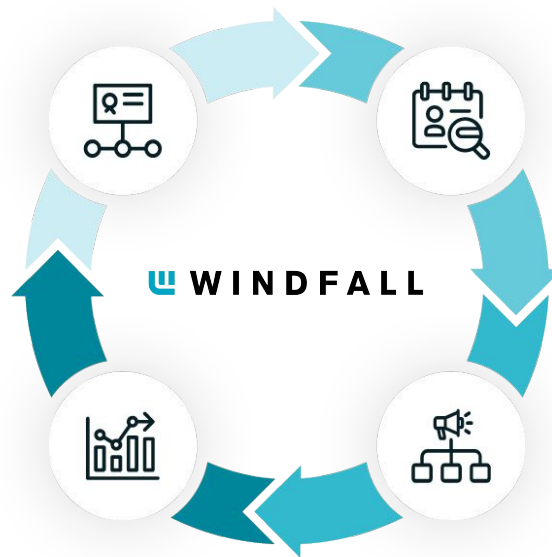
Supercharge Insights and Campaign Performance

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.

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LOGO

John Smith
VP of Marketing