winmo + STATSOCIAL
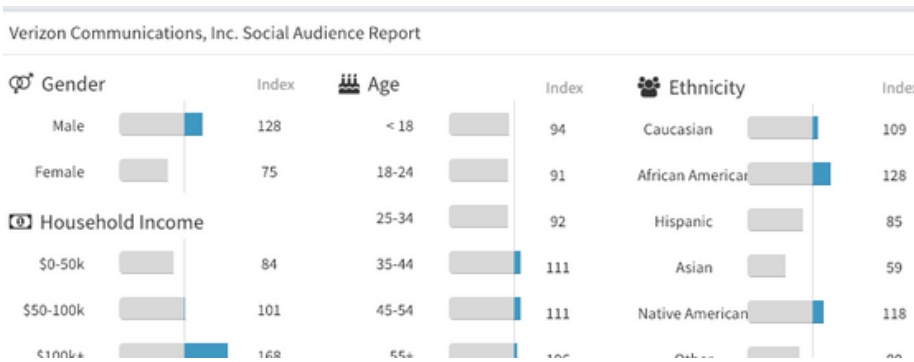
Essential Audience Insights

Winmo users can discover advertisers' unique audience compositions, thanks to our partnership with StatSocial, which analyzes the social footprint of thousands of brands to capture the essence of their demography.
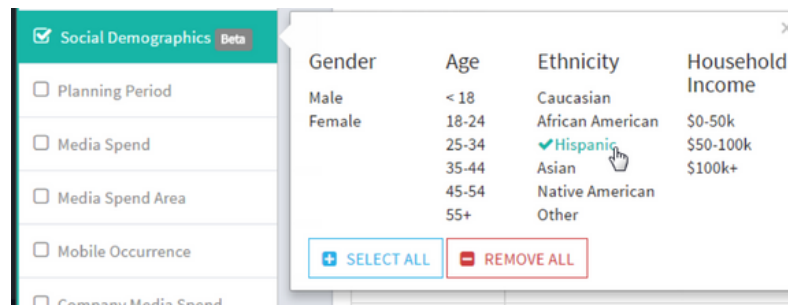
Qualify Your Prospects By Audience Type

Verizon Communications, Inc. Social Audience Report

Gender	Index	Age	Index	Ethnicity	Index
Male	128	< 18	94	Caucasian	109
Female	75	18-24	91	African American	128
Household Income		25-34	92	Hispanic	85
$0-50k	84	35-44	111	Asian	59
$50-100k	101	45-54	111	Native American	118
$100k+	168	55+	106	Other	99

Qualify targets and perfect your pitch based on how a brand's social audience breaks down by gender, age, ethnicity, household income, personality type, media properties, influencers and more!

Bonus: Generate Lists by Demographic Filters

Utilize smart filters to hone in on brands indexing higher with specific segments across gender, age, ethnicity and household income.

 Visit our Knowledge Base for the full scoop on our StatSocial integration

 More Integrations Check out all that Winmo gives you access to