



# Find Your Best New Customers Now

High-Performance Marketing Audiences for **Multichannel Retailers**

Find

Accelerate Customer Acquisition

.....

Retain

Improve Customer Retention

.....

Reactivate

Win Back Lapsed Customers

.....

Optimize

Increase Marketing Efficiency

# The Key to Next-Level Growth: Data-Driven, Brand-Unique Audiences

Your best new customers are out there. And we can help you find them, wherever they are.

By applying advanced predictive analytics to our unique data assets—**the largest set of individual-level U.S. consumer spending and interest intensity signals ever assembled**—we find large universes of people who will buy, not merely shop. These audiences, custom-modeled for your brand and your offers, deliver more than just high response rates. They are engineered to identify repeat buying behavior, enabling you to acquire high long-term value customers that produce excellent recurring revenue.



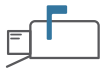
Wiland is the  
**best predictor**  
of consumer  
response.

## Every Platform. Every Channel. Every Device.

We deliver your brand-unique audience to you or your agency partner for activation across all addressable channels, platforms, and devices, including:



Display



Direct Mail



Mobile



Social



Video



Email



Addressable TV

## Did You Know? .....

Two channels are better than one! **Co-targeting**—reaching the same audience with both digital advertising and direct mail—is a proven solution for boosting results. Talk to us to learn about this powerful method of building brand awareness and driving revenue in your prospect and customer marketing campaigns.

### Find

#### Accelerate Customer Acquisition

By targeting your marketing to large universes of people who will buy from you today and become loyal, repeat customers in the future, you can acquire the best new customers at a low cost per acquisition.

### Retain

#### Improve Customer Retention

Using sophisticated predictive modeling, we can segment your customer file, enabling you to take the appropriate steps to engage high-value customers at the right time to reduce their chances of becoming inactive.

### Optimize

#### Increase Marketing Efficiency

We can analyze your customer and prospect files to predict which individuals are the least likely to make a purchase. You'll be equipped to hit your top-line revenue goals while reducing the cost of marketing, boosting your bottom line.

### Reactivate

#### Win Back Lapsed Customers

Your past customers can still play a key part in your future growth. We use AI-enabled predictive analytics to identify the high-value lapsed customers who are most likely to respond to your offers and begin buying from you again.



Whether you need to grow fast, retain more of your current customers, increase existing customer revenue, or reactivate the ones that have wandered off, we're here to help with proven, data-driven solutions.



# What Makes Wiland Audiences the Best?



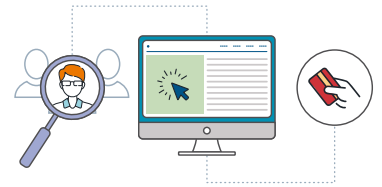
## The Most Consumer Spending Signals

Detailed, individual-level transaction data is the gold standard of consumer spending information. And we have more of these predictive signals than anyone else.



## The Best Response Prediction Platform

Accurately predicting how people will spend their money is made possible with Wiland's proprietary, AI-driven response prediction platform.



## The Fastest Path to Success

We make it easy to get started and see success quickly when using our audiences in your campaigns.

We connect thousands of brands with their ideal audiences, enabling them to achieve or exceed their revenue and profit goals.

## Ready to Take Revenue Growth to the Next Level?

We make it easy to get started and quickly see success. Let's talk about scheduling a test of an audience custom-modeled for your brand in one of your upcoming campaigns. We don't charge for custom modeling or audience creation. You pay only when you use the audience in your campaigns.

Contact us today at [info@wiland.com](mailto:info@wiland.com) to learn more and get started.