Find New Buyers, Not Just Shoppers

Data-Driven Marketing Audiences and Insights for Apparel Brands

Growing your apparel brand depends on having the best data about your ideal prospects. That's where Wiland's unrivaled data and insights can help, equipping you to make profitable connections with the individuals most aligned with your brand. We enable you to:

» Find buyers like your best customers who are ready to spend on your brand style
» Identify inactive customers most likely to re-engage and spend with your brand
» Know where your customers shop, their interests, and influencers

## Custom (or Brand-Specific) Marketing Audiences that Predict Consumer Response

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.
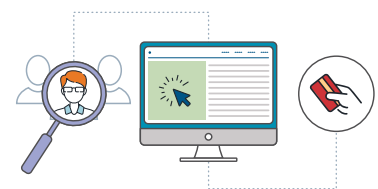
The Fastest Path to Campaign Success

We make it super-easy to get started. We'll build your custom, brand-unique audience fast and quickly deliver it to your DSP or platform of choice.

Custom Audiences for 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:

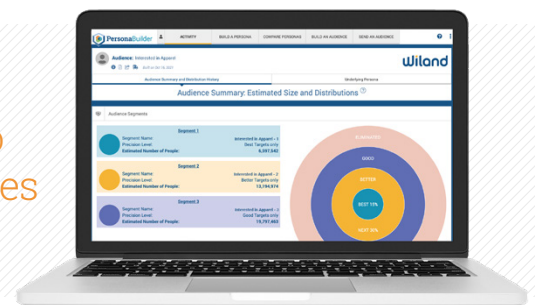Display   Mobile   Social   Video   Addressable TV   Email   Direct Mail

Special Offer: Get a FREE Audience Profile Analysis of your best customers! Knowing who they follow, where they spend, and who influences them enhances your marketing strategies!
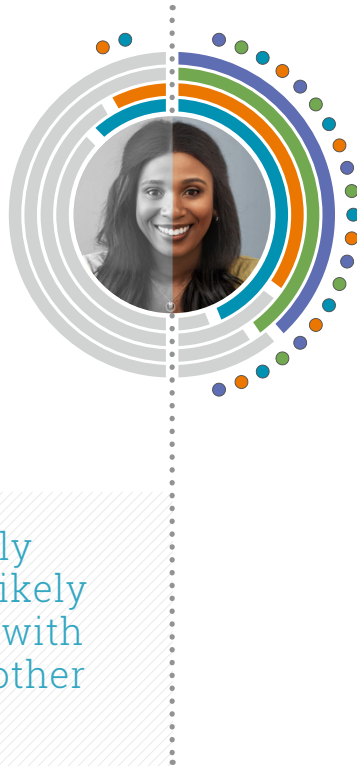
Broaden Your Insights

A Typical Brand's View

- » April made her first purchase on the brand's website, ordering two apparel items $127
- » She placed a second order over the phone, buying two accessory items for $87
- » Last purchase was over one year ago
- » Two-time buyer
- » Average order value: $107

Wiland accurately predicts April's likely future spending with your brand and other brands.

Wiland's More Comprehensive View

- » April bought two pairs of jeans at an upscale retail store in the last three months: $114
- » Bought shirts and shorts online from a children's apparel merchant: $75
- » Donated to an animal welfare organization and a heart health charity: $200
- » Contributed to an environmental conservation organization: $50
- » Made three online purchases from midscale home décor merchants: $692
- » Bought four items from a pet care and supply merchant: $68
- » Renewed active subscriptions to a food and cooking publication and two fashion magazines
- » Subscribed to a parenting magazine for the first time

Likelihood to spend in specific categories in the next 12 months (% more likely):

- » Online Shoe Retailers: **960%**
- » Outdoor Equipment: **322%**
- » Upscale Athletic Apparel: **712%**
- » Affordable Natural Grocers: **503%**

Likelihood to engage with specific brands on social media (x-times more likely):

- » **40x** to follow Chewy
- » **35x** to follow Crate & Barrel
- » **35x** to follow Nordstrom Rack
- » **20x** to follow Breckenridge Ski Area

Additional Details:

- » 42 years old
- » HH income of $130K
- » Owns single-family home
- » Toyota loyalist
- » Interests: Fashion, Pets, and Parenting
- » Less than one year at current residence
- » Recently moved from St. Louis to Chicago
- » Spending has accelerated in last year

With Wiland as Your Data and Insights Partner, You Will:

- » Gain deep insights that fuel winning marketing strategies
- » Easily compare customer personas to optimize audience segmentation and personalization
- » Convert customer personas into digital and direct mail audiences ready for activation at scale
- » Quickly create and activate custom audiences that outperform off-the-shelf segments
- » Reach a large universe of apparel buyers likely to spend with your brand
- » Verify—before spending ad dollars—that audiences include only consumers in your category
- » Target media more accurately for higher click-through rate and return on ad spend

About Wiland

Wiland is the best predictor of consumer response. By applying advanced predictive analytics to the largest set of individual-level U.S. spending data and interest-intensity signals, Wiland enables brands and their agencies to find the people ready to spend with them immediately and to make repeat purchases at a high rate. Since 2005, Wiland has assembled the brightest minds, the best predictive modeling platforms, and the most comprehensive, detailed consumer spending data to create profitable connections between brands and their ideal customers.

To learn more about our full suite of marketing audiences, insights, and data solutions, visit **wiland.com** or contact us today at **info@wiland.com**.