



Marketing Budget Optimization™

Optimize acquisition programs with our post-merge drop and replace processing

It's more important than ever that your acquisition campaigns are as **productive and cost-effective as possible**—that they reach the people with the highest likelihood to spend with your brand now and make repeat purchases.

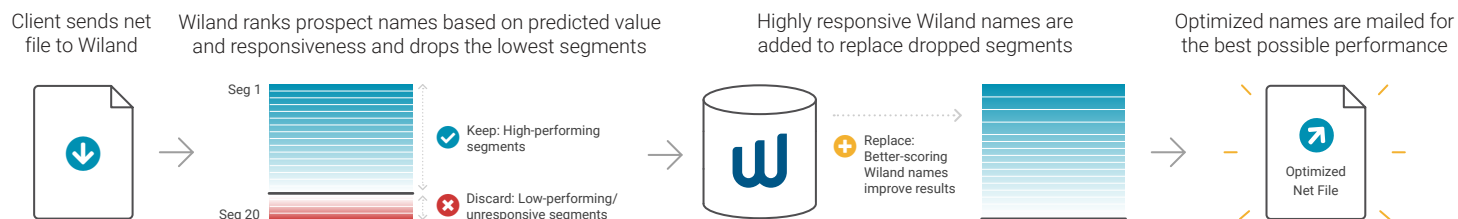
What is Marketing Budget Optimization?

Marketing Budget Optimization identifies the prospects on your net file you should retain or omit **before you mail**. By applying AI-enabled predictive modeling techniques to the largest consumer database in America, we give you a clear view of the likely responsiveness and long-term value potential of every name on your file. This eliminates otherwise wasted marketing spend while concentrating advertising dollars on the prospects who will deliver both response and high long-term value.

Key Benefits:

- Increased response rates
- Increased revenue per piece
- Higher long-term value from new customers
- Reduced advertising waste

Here's How It Works:



Ready to Maximize Your Mailing Efficiency?

Discover why clients who have tested Marketing Budget Optimization say they'll never mail without it. There's no charge for optimization when we replace suppressed, low-response names with an equal number or more of high-response names from Wiland. Reach out to your Wiland representative or contact us at info@wiland.com to learn more.

