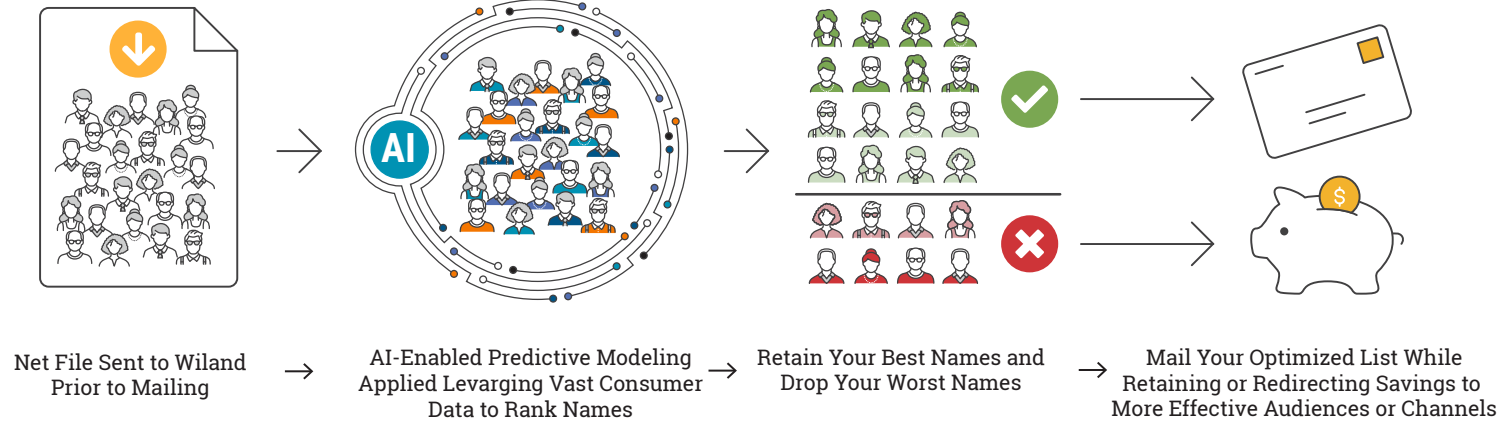


Other Solutions to Help Retailers Post Merge Optimization

Avoid the risk of wasting direct mail marketing dollars on unresponsive names by using AI-driven predictive modeling to analyze the largest set of individual-level consumer spending signals to rank your prospects by their predicted performance. You can eliminate the lowest-performing names in your post-merge list, resulting in higher response rates, significant cost savings and eliminated marketing waste.



Housefile Solutions

Wiland Housefile Solutions improve the profitability of housefile campaigns by helping retailers:

- **Score** their entire buyer file and rank them from most to least likely to buy—making segmentation easier and more profitable
- **Identify** inactive customers who are most likely to buy again based on activity
- **Rank** one-time buyers from most to least likely to buy again
- **Identify** buyers from retailer-owned brands most likely to purchase from each of their other brands
- **Optimize** their non-buyer file to identify those who can be mailed profitably
- **Analyze** past housefile selections to quantify how Wiland customer models can impact overall campaign profitability

MarketSignals™ Enhancement Data

MarketSignals offers more than 3,000 data elements (over 2,000 unique to Wiland), with a proven record of predicting consumer spending intent.

Helps retailers and agencies:

- **Improve** audience modeling and segmentation
- **Personalize** customer offers and experiences
- **Increase** customer spend with a brand
- **Make** better-informed media planning and creative decisions
- **Develop** personas to drive marketing and merchandising strategies

Wiland provides analyses that will help identify the best data elements for a retailer's business:

- Prescriptive Data Analysis
- Match Rate Report

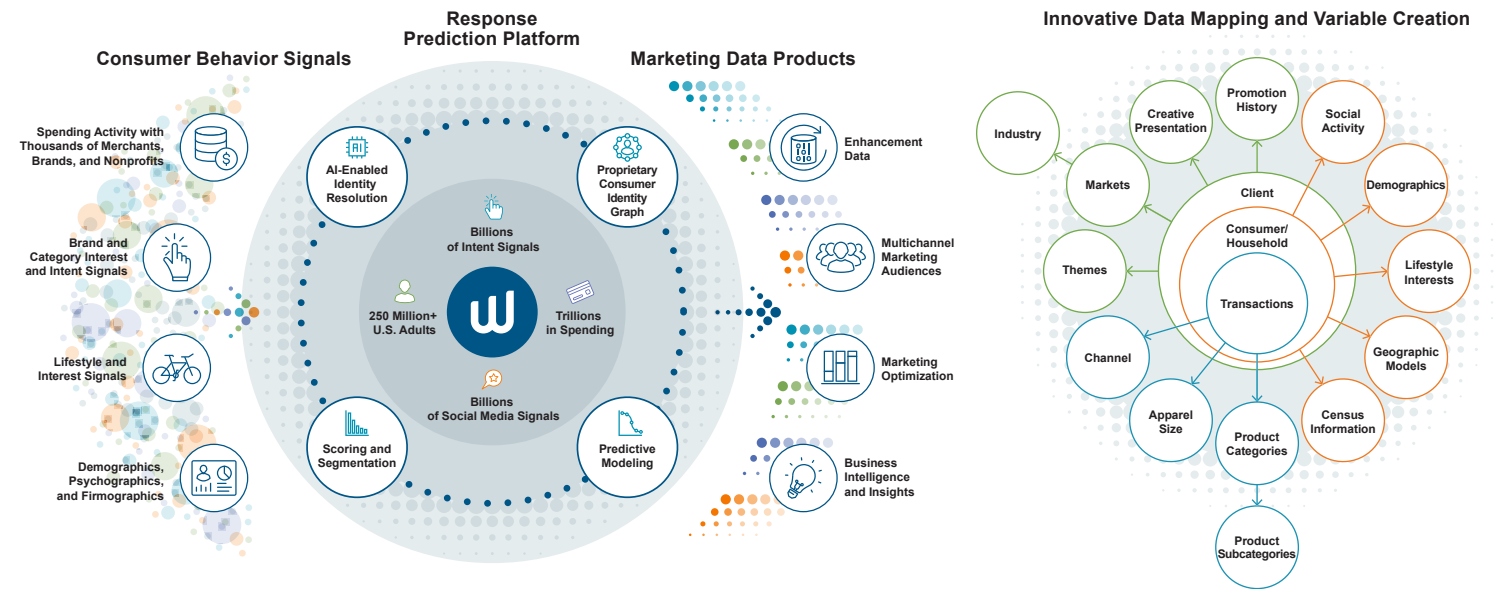
For More Information Contact Us at info@wiland.com.



Audience Solutions for Retailers

Why Wiland?

Wiland Database and Proprietary Variables



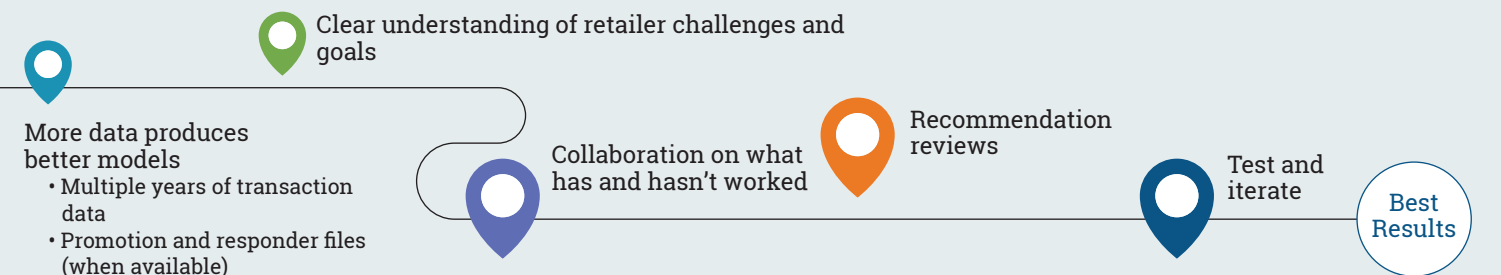
- SKU-level data on each individual
- Continually growing:
 - 4X increase in individual-level transaction data flowing into our database
 - New and expanded coverage in dozens of markets

- Proprietary predictive data variables

Proprietary and Best-of-Breed Analytics

Leading-edge solutions to help Retailers succeed, including: list optimization, housefile reactivation, housefile optimization, full housefile scoring, custom digital audiences, enhancement data, and more.

Best Practices = Best Results



More data produces better models

- Multiple years of transaction data
- Promotion and responder files (when available)

Collaboration on what has and hasn't worked

Recommendation reviews

Test and iterate

Best Results

Unrivaled Insight

Into the Spending Intent of U.S. Consumers

Wiland's vast data, advanced identity graph, and AI-enabled predictive modeling deliver unprecedented insight into the spending behavior—past, present, and future—of more than 250 million Americans. This unrivaled consumer intelligence fuels enhancement data, multichannel marketing audiences, and business insights that enable you to maximize ROI from your marketing.

A Typical Brand's View

Jessica 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: **\$87**
- Last purchase was over one year ago
- Two-time buyer
- Average order value: **\$107**



Wiland accurately predicts Jessica's future brand-level spending behavior based on massive, proprietary data assets

Wiland's More Comprehensive View

- Jessica made five purchases at two upscale retail stores in the last three months: **\$219**
- Bought items at 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 four purchases from three midscale home décor merchants: **\$692**
- Made repeat purchases from a pet care and supply merchant: **\$68**
- Subscribed 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%**
- Upscale Athletic Apparel: **712%**
- Outdoor Equipment: **322%**
- Affordable Natural Grocers: **503%**

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

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

Additional Details:

- 37 years old
- HH income of \$130K
- Owns single-family home
- Toyota loyalist
- Less than one year at current residence
- Recently moved from St. Louis to Chicago
- Spending has accelerated in last year



Building the Right Model for Each Client and Every Channel

Regardless of your marketing history with any given channel, you can rely on Wiland's AI-enabled predictive analytics to create custom-modeled audiences that take your prospect and customer marketing performance to the next level. As your marketing evolves by channel mix or strategic objectives, Wiland will be there to help you navigate those changes more profitably.



Retailer New to Multichannel Acquisition

- No prospect campaign results
- Small buyer file

SOLUTIONS
Profile models

Retailers with Existing Acquisition Programs

- At least one campaign with a significant number of responders
- Medium-sized 12-month buyer file

SOLUTIONS
Response models

Retailers with Mature Acquisition Program

- Multiple campaigns with a significant number of responders
- Medium to large 12-month buyer file

SOLUTIONS
Combination of models built for input into a Universal Performance solution

Best Models Based on Retailer's Business Goals

Retailer Goals

Different goals require different models and solutions



High-Value Shoppers

- Builds average order value quickly



High-Frequency Shoppers

- Builds housefile size quickly



Average Shoppers

- Contributes to both AOV and housefile

Appropriate Models and Solutions

Profile Models

- Lookalike-Based

Elastic Net Best Buyer
Elastic Net List Affinity
Comprehensive Correlation
CLEAR™ Correlation
Precision Boost Profile
Precision Boost List Affinity

Response Models

- Promotion-Based

Comprehensive Response
Elastic Net Core Revenue Response
CLEAR™ Advantage
Elastic Net Acquisition Response
Precision Boost Response

Universal Performance Solutions

- Multi-Model

Revenue-Focused Universal Performance
Response-Focused Universal Performance
Bias Buster Universal Performance
Balanced Heuristic Universal Performance



Revenue- vs. Response-Based Model

Whatever your goals, Wiland will create the custom models you need for successful customer acquisition and growth campaigns. We have produced more than 10,000 such models for clients, each created to drive the particular objectives of their campaigns. Whether your current strategy is to drive higher response rates or greater revenue, you will have the largest set of relevant data and the most sophisticated predictive analytics working together to achieve your goals.



Revenue-Based Models

- Tend to generate higher average purchase amounts
- Tend to produce higher long-term value
- Audiences more likely to be unique and incremental in merge



Response-Based Models

- Tend to produce higher response rates and more buyers/responders

