



High-Response Audiences for Financial Services Marketing Campaigns

When people look to entrust organizations with their banking, insurance, mortgages, and investments, they seek out providers that offer the most relevant products for their needs.

Wiland has the audiences to help you reach these in-market prospects—the people most likely to respond to your customer acquisition marketing.

Wiland digital audiences are created using the largest set of individual-level consumer spending and interest-intensity signals ever assembled. Using these spend-based audiences is the most effective way to improve the performance of your acquisition campaigns across all digital channels.

Here is a sample collection of our **financial services category audiences** available for immediate activation:

AUDIENCE ID	AUDIENCE NAME
USP0013	Investment Advisory Services, Intent to Use
USP0198	Online Investing Services, Intent to Use
USP0011	Credit Monitoring Services, Intent to Buy
USP0012	Commercial and Home Loans, Intent to Use
USP0257	Likely to Initiate Reverse Mortgage
USP0258	Tax Preparation Services, Intent to Use
USP0050	Identity Theft Prevention, Intent to Buy
USP0087	Credit Card Comparison Resources, Intent to Use
USP0674	Likely Interest in USAA Insurance
USP0597	Likely Interest in Farmers Insurance
USP0598	Likely Interest in Liberty Mutual Insurance
USP0596	Likely Interest in Nationwide Insurance
USP0038	Business and Investing News, Intent to Subscribe

Quick Tip:

On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland audiences listed as “Ultimate Data” audiences.

Custom Audiences Built Just for You

Wiland also offers powerful, custom-modeled audiences based on your brand’s unique campaign objectives.

Ready to Connect with Your Best New Customers?

We can immediately deliver these audiences to Facebook or your DSP or platform of choice. Our audiences are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. For questions about finding your ideal audience or having a custom audience created to meet your specific campaign goals, contact your Wiland representative or email us at info@wiland.com.