

MarketSignals™ Data Products

APPEND | INSTALL

MarketSignals™ is a uniquely powerful data product that enriches your understanding of your customers and prospects, enabling you to market to them more effectively than ever before. It provides insight into the most important spending and life stage characteristics of a consumer's life, with **proprietary variables that predict every individual's propensity to spend soon across critical dimensions relevant to the growth of your brand.**

With its thousands of predictive and descriptive data elements, MarketSignals enables you to:



Acquire more new customers at better marketing ROI

- Improve marketing audience modeling and segmentation
- Identify prospects who look—and spend—like your best customers
- Customize prospect communications based on product affinities



Increase revenue and profit from marketing campaigns to your current customers

- Rank and segment customers for optimal marketing treatment
- Personalize customer offers and experiences
- Increase customer spend with your brand
- Predict which customers are likely to take certain actions



Better understand your target markets

- Make better-informed media planning and creative decisions
- Know the purchase affinities of consumers in your market

MarketSignals gives you a major competitive advantage. It includes unique data elements not available anywhere else that predict spending inclination and capacity better than other data sources. This enables you to **understand your customers and prospects better and predict their future purchase behavior more effectively than ever before.**

MarketSignals supports a wide range of marketing outcomes, including more effective **customer acquisition, retention, and reactivation** as well as improved **cross-sell and upsell** efforts.

What makes MarketSignals so powerful is our unique knowledge of the transactions driving the U.S. economy. It's a solution built using properly permissioned transaction data from a variety of sources. Our advanced predictive analytics engines resolve **trillions of signals**—including highly predictive first-party transaction data, proprietary partner data, and social media engagement behavior—into data elements that rank every adult U.S. consumer by his or her likelihood to spend in hundreds of precisely defined categories. **No other data product offers this level of detail combined with such great breadth of coverage.**



Comprehensive, Current, and Compliant

MarketSignals' comprehensive set of data elements includes:

- Deep, broad data related to specific industries
- Consumer Consumption (CoCo) scores that combine the highest-level spending with overlay data to rank each consumer based on their propensity to spend across large segments of the economy
- Unique social media, consumer spending, and behavioral data reflecting consumers' interaction with brands and other organizations
- Interest and Spend Intensity scores
- Geographic and demographic characteristics
- Custom Housefile scores and segments tailored to your brand
- ...and much more

We rebuild the universe available for the MarketSignals consumer graph every two weeks, incorporating the most current consumer spending activity, demographic updates, and other characteristics. You can be confident that the data elements we provide are a recent view of U.S. consumers. As leaders in data governance and privacy protection, we maintain strict protocols to ensure MarketSignals' compliance with all relevant data privacy regulation and industry best practices.

Customized Around Your Needs

MarketSignals is available as either an **Append** solution applied to your CRM or other customer data file, or as an **Install** solution that provides a complete view of virtually all U.S. adult consumers for analysis and segmentation by your own internal analytics team.

MarketSignals is customizable and scalable for any data environment. In addition to benefiting from its thousands of predictive data elements, you can request new custom scores tailored to your brand, which further increases your ability to improve your marketing results. MarketSignals can serve as your sole-source data enhancement solution or be used to add incremental insight to the data you already use.



Wiland: A Reliable Steward of Client-Owned Data

Among the generally available MarketSignals data elements are very powerful ones constructed without the use of client-provided data. Our data dictionary specifies which data elements utilize client, market, and theme data derived from the Wiland Cooperative Database. These co-op data elements are available exclusively to active, contributing participants in The Wiland Cooperative.

See the Power of MarketSignals for Yourself

Contact us at info@wiland.com or reach out to your Wiland representative to learn more and explore the MarketSignals data catalog. We can also provide a recommendation of which data elements will be most relevant to you.

About Wiland

Wiland is the nation's leading provider of high-performance marketing audiences that enable relevant connections at scale across all digital and offline channels. We help thousands of leading brands and organizations utilize first-party data to optimize their return on marketing investment. Wiland's superior audiences, enhancement data, and business intelligence solutions form a comprehensive suite of products that help our clients solve today's greatest marketing challenges. Since 2005, Wiland has assembled the brightest minds, the best technology, and the most extensive individual-level spending data in order to deliver a competitive advantage to its clients.