Discover Real Direct Mail Savings

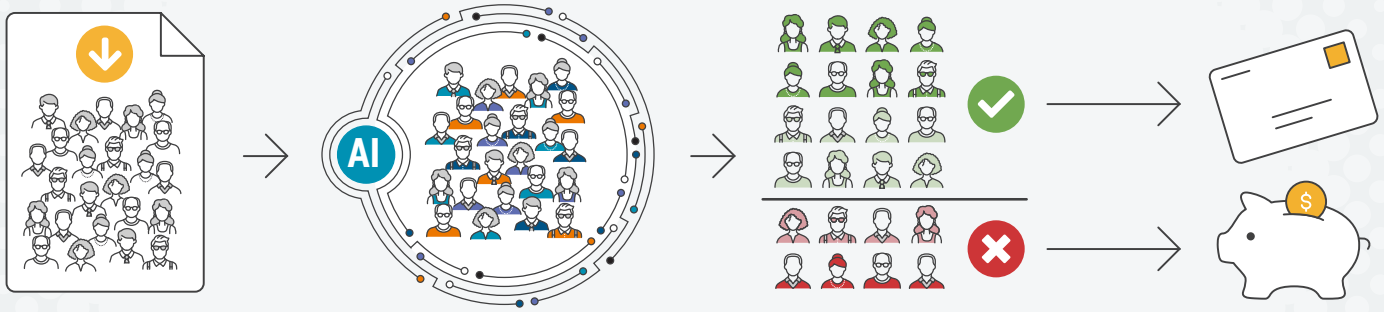
With direct mail costs rising so significantly, your donor acquisition campaigns must be as productive and cost-effective as possible. So how do you avoid the risk of wasting precious fundraising dollars on unresponsive names? How do you focus on reaching only the people with the highest likelihood to give to your organization?

The Answer is **Post-Merge Optimization** powered by WILAND AI

Wiland's Post-Merge Optimization is the fast, proven solution for saving fundraising dollars while achieving higher-performing donor acquisition. With AI-driven predictive modeling leveraging the largest donor database in America, we will rank your prospects by their predicted performance. You can then eliminate the lowest-performing names in your post-merge list, resulting in higher response rates, significant cost savings, and eliminated marketing waste.

> Even a good mailing list contains some bad names. **Wiland can identify them.**

Here's How it Works:



Send Your Net File to Wiland Prior to Mailing

Wiland Applies AI-Enabled Predictive Modeling Leveraging Our Vast Donor Data to Rank Names

Retain Your Best Names and Drop Your Worst Names

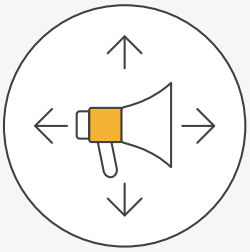
Mail Your Optimized List While Retaining or Redirecting Savings to More Effective Audiences or Channels

Fund New Opportunities with the Money You'll Save

When you remove your lowest-performing names from your prospect mailings, **you gain significant, immediate savings** that can be reinvested to:

Reach additional higher-performing audiences

Pair direct mail campaigns with digital co-targeting



Test other new fundraising channels

Test new package and offer types

...and much more!

Ready to Start Saving Now?

Contact your Wiland representative or reach out at **info@wiland.com** and request a calculation of how much you will save using Post-Merge Optimization powered by Wiland AI.