



# Find New Donors Ready to Give Today

Your future donors are out there.  
**We help you find them and optimize their giving potential.**

## **Predictive Signals:** [We Know More](#)

Knowing where people give and how they spend their money is the key to determining if they will give to your organization. Wiland has the largest donor database in America along with the largest set of individual-level spending data—trillions of continually refreshed, detailed transactions along with social media signals that reflect the likelihood of a person to give to your cause.

## **Artificial Intelligence:** [We Find Your Best Donors](#)

Our response prediction platform analyzes these signals to identify the specific group of people who will give to your organization. We then **help you find and convert them, wherever they are**, across all channels and devices.

## **Benefits:** [Your Organization Grows and Prospers](#)

By using Wiland donor audiences and optimization, you can:

- Find more donors at a **lower cost per acquisition**
- Acquire new donors with the **highest long-term value**
- **Retain high-value donors** who make more frequent gifts
- **Reactivate lapsed donors** ready to re-engage
- Increase donor gift frequency and size

Wiland is the  
**best predictor** of  
donor response.

## Multichannel Activation

We deliver your custom-crafted audience to your DSP or service bureau of choice for activation across any of these addressable channels, platforms, and devices:



Display



Direct Mail



Mobile



Social



Video



Email



Addressable TV



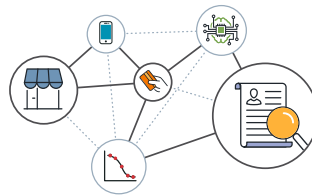
## What Makes Wiland Audiences the Best?



### The Most Donation and Spending Signals

\*\*\*\*\*

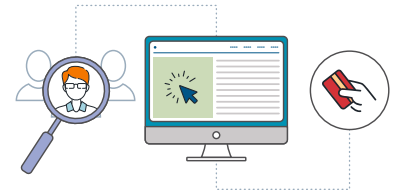
Detailed, individual-level transaction data is the gold standard of donor giving information. And we have more of these crucial signals than anyone else.



### The Best Response Prediction Platform

\*\*\*\*\*


Accurately predicting how people will give is made possible with Wiland's proprietary, AI-driven response prediction platform.



### The Fastest Path to Success

\*\*\*\*\*

We make it easy to get started. We'll build your custom audience fast and quickly deliver it to your DSP, platform, or service bureau of choice.



Thousands of charitable organizations trust Wiland to identify their ideal donor audiences, enabling them to **achieve or exceed** their fundraising goals.

## Let's Get Started.

To schedule a test of a donor audience custom-crafted for your organization and tailored to your specific fundraising needs, contact us today at [info@wiland.com](mailto:info@wiland.com).