



Data That Drives Performance Across the Customer Journey

MarketSignals™ is Wiland's flagship consumer intelligence solution, delivering the data that drives performance across the entire customer journey. Built from trillions of dollars in actual transaction data and refreshed every two weeks, it provides one of the most comprehensive and actionable sets of predictive insights available. With powerful brand- and category-level intelligence—including proprietary indicators of purchase propensity, loyalty, and lifetime value—MarketSignals reveals who consumers buy from, how often, how much, and how loyal they are, empowering you to acquire, retain, and grow high-value customers with precision at every stage.

Brand- and Category-Level Intelligence: A Built-In Advantage

Unlike generic consumer datasets, MarketSignals incorporates granular signals at both the brand and category levels—delivering far more than simple purchase propensity. You'll know:

- **Who's loyal to your brand**—and who's loyal to your competitors
- **Who's in-market** right now in your category
- **Who's likely to convert**, and at what value over time
- **Where to focus** for conquering, cross-selling, and retention opportunities

These proprietary dimensions allow you to find and influence the “moveable middle,” maximize efficiency, and avoid wasted spend on audiences unlikely to convert.



Acquire High-Value Customers with Precision

- Identify prospects who look—and spend—like your most profitable customers
- Leverage detailed product, category, and brand affinities to improve targeting
- Build smarter lookalike audiences and optimize acquisition ROI



Increase Revenue and Loyalty from Existing Customers

- Predict churn risk and future spend with highly accurate behavioral modeling
- Segment and rank customers based on loyalty, frequency, and LTV
- Deliver personalized offers and messages aligned with real buying behavior



Improve Media Strategy and Creative Effectiveness

- Understand which brands and categories your audience engages with most
- Discover competitive conquest opportunities and adjacent brand activity
- Make smarter investment decisions based on true share of mind—not just share of wallet



Comprehensive. Customizable. Compliant.

MarketSignals isn't just a dataset—it's a living, breathing view of consumer behavior, built to give you the confidence to act with precision. Every insight is drawn from the most reliable sources, modeled to predict future actions, and structured so it can be put to work in your marketing immediately. You'll gain access to thousands of powerful data elements, including:

- Verified **transaction behavior** that reveals what people actually buy—not just what they say they'll buy
- **Social media, interest, and behavioral signals** that add valuable context to spending patterns
- **Geographic, demographic, and custom audience** segments to sharpen targeting
- **CoCo Scores™** and **Spend Intensity metrics** to rank consumers by their potential to spend in your market
- **Brand- and category-level** loyalty, value, and frequency models that pinpoint your best opportunities for growth

Seamless Integration

MarketSignals adapts to your business—not the other way around. Whether you want to supercharge your existing CRM with richer insights or give your analytics team full access to the complete U.S. consumer landscape, MarketSignals is designed to fit seamlessly into your workflow. Choose the delivery model that works best for you:

- **Append** – Enhance your current customer file with MarketSignals intelligence for immediate activation
- **Install** – Access full-file intelligence for deep internal analysis, segmentation, and modeling

No matter how you deploy it, MarketSignals gives you the scale, flexibility, and compliance you need to compete—and win—in any market.

Built for Scale. Designed for Accuracy.

- Data modeled across 254+ million U.S. adults
- Insights into 1,100+ brands and categories
- Refreshed every two weeks to reflect current behavior
- Powered by Wiland's advanced modeling platform for speed, precision, and scalability

Don't wait for your competitors to act before you do—gain the insights they can't see.

Contact us today to unlock the full potential of MarketSignals for your business.

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About Wiland

Wiland, Inc. is the trusted marketing data and audiences company for thousands of brands, helping them build stronger customer relationships that drive higher revenue and reduce advertising waste. With the largest set of individual-level spending data and an AI-powered prediction platform, Wiland delivers insights that enable profitable marketing across all channels. As an industry innovator, Wiland's solutions are built on a foundation of consumer data ethics and privacy protection.

