



The Data-Driven Approach to Success in the New Media Landscape

The media landscape is ever-evolving and full of unique challenges. By partnering with Wiland—the **best predictor of consumer response**—you can turn those big challenges into big, profitable opportunities.

Challenge #1

Increase advertising revenue

Wiland helps you **attract and retain more advertisers**. We have the vast consumer and subscriber data to identify the brands that your subscribers shop and follow, so you can pitch the right advertisers. With Wiland as your data partner, you can:

- Find the networks, programs, and other media preferences that correlate with advertisers' brands
- Demonstrate the programs and/or genres that your current advertisers' target audiences follow on social media
- Reactivate lapsed advertiser relationships using new consumer insights that prove your value as an advertising platform



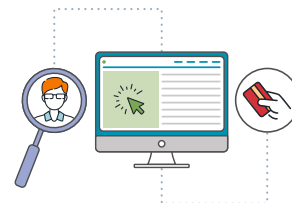
The Most Consumer Spending Signals

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



The Best Response Prediction Platform

Accurately predicting how people will spend their money is made possible with Wiland's proprietary, machine learning prediction platform.



The Fastest Path to Success

We make it super-easy to get started. We'll build your custom brand-unique audience fast and quickly deliver it to your platform, or partner of choice.



Challenge #2

Find qualified, high-value new subscribers

You can **acquire new subscribers** using our ultra-responsive custom acquisition audiences. Wiland audiences improve the targeting of your campaigns across all channels, platforms, and devices.



Challenge #3

Retain the best subscribers and increase their long-term value

Our superior data and industry-best predictive modeling empower you to **maximize every subscriber relationship** through:

- **Future Value Modeling:** Predict the long-term value of your subscribers and take action to increase their lifetime value
- **Attrition Risk Modeling:** Predict which high-value subscribers are at the greatest risk of lapsing and take informed steps to mitigate attrition
- **Upgrade Propensity Modeling:** Identify lower-value customers most likely to upgrade and deploy special marketing to increase value
- **Reactivation Modeling:** Identify lapsed subscribers most likely to sign up again and achieve your most efficient, most successful reactivation campaigns

Ready to Crush Your Subscriber and Ad Revenue Growth Goals?

Let's talk about creating a new subscriber audience built for your upcoming campaigns. And let us show you how we can help you pitch new advertisers with persona-driven insights. Reach out today at info@wiland.com.

