



Wiland Cooperative Database Frequently Asked Questions

Nonprofit Organizations

What makes Wiland different compared to other cooperative databases and audience sources?

You want donors who become loyal, long-term supporters. Knowing whether people give and how they spend their money is the key to determining whether they will donate to your cause. And we have more individual-level U.S. donation data than anyone—the largest donor database in America—plus trillions of continually-refreshed, brand-specific commercial transactions—along with other powerful signals that reflect the intensity of a person’s interest in your cause. We also know about their social media engagements across organizations. Our specialized platform analyzes these signals to identify the specific group of people who are most likely to donate to your cause, and we help you find them, wherever they are. Wiland will quickly deliver your precise donor audience at large scale, enabling you to avoid wasting fundraising dollars on people who will never give to you and focus instead on those who will become loyal, repeat donors. And we make it easy to get started and see success quickly. Wiland provides tomorrow’s best donors to thousands of organizations.

Our Client Participation Policy is simple and different from our competitors. Only contributing clients are permitted to use the powerful detail-level spend and donor data to create high value marketing audiences.

We also provide a level playing field. Clients are contractually obligated to update their contributed files on a regular basis in order to keep the recency of the database and the performance of Wiland models as high as possible.

Our clients tell us that, compared to competitors, **Wiland models produce the highest average donations** and the best, most profitable lifetime value from new donors, period.

How does the Wiland Cooperative Database work?

Clients provide donor names, addresses, and transaction data, which are integrated into the Wiland Cooperative Database along with data from thousands of other clients. Only donor records that match other records in the database (and meet other criteria) are eligible for inclusion.

Transactions spanning all clients are summarized at multiple levels—such as industry, market, and theme—for each consumer in the database, providing Wiland with a comprehensive view of individual transaction behavior. Using a variety of statistical techniques and thousands of variables, Wiland builds custom predictive models to identify prospects or donors whose transactional behaviors and other characteristics most closely resemble the client’s direct responders or best donors. Response models are developed by analyzing differences between responders and non-responders from past promotions, while profile models examine desirable segments of the donor file (such as recent new-to-file donors).

Prospect models are used to score and rank the Wiland Cooperative Database universe based on propensity to respond to the client’s appeal, while donor models are applied to the client’s donor file to optimize donor marketing, such as reactivation of lapsed donors. In both cases, model reporting and recommendations are provided to assist the client in determining which segments to test/promote.

Fundraising clients utilize Wiland for the acquisition of new donors, **reactivation of lapsed donors**, identification of major donors, reduction of wasted media spend to improve marketing ROI, and **optimization and cultivation of current donors**.

What kind of data is in the Wiland Cooperative Database?

Maintained at an individual level, the Wiland Cooperative Database **houses billions of transactions from thousands of organizations** spanning many markets and industries, **giving us unprecedented visibility into consumer spending and interests**. Among the industries we serve are:



Nonprofit & Fundraising



Retail



Publishing & Media



Entertainment & Leisure



Travel & Hospitality



Consumer Services



Business to Business



CPG



Financial Services & Insurance



Automotive

In addition to this vast transaction data, the Wiland Cooperative Database includes other powerful signals, including spending intent signals, social media engagement data, and donor demographic attributes.



What are the benefits of using Wiland prospect audiences versus conventional rental lists?

- Higher response rates
- Higher average donation amount
- Higher long-term value (LTV)
- Lower cost of new donor acquisition
- Lower CPM
- No modeling costs
- Access to audiences not available through rental or exchange

What makes a good modeled audience?

Leveraging our **vast data and powerful analytics**, Wiland delivers highly responsive acquisition audiences to clients. An example of a good prospect name for your organization might be an individual who, over the past 12 months, has made 14 donations to five different organizations, given \$1,500 to charities that are relevant to your cause, and whose frequent, **high-dollar purchase activity suggests a large giving capacity**.

Are the unique donors to our organization added to the Wiland Cooperative Database?

No. Only donors having activity with two or more different cooperative participants in the last 24 months are eligible for inclusion in the Wiland Cooperative Database.

Does Wiland offer digital fundraising solutions?

Yes. Drawing upon our massive data assets, innovative predictive analytics, and advanced response prediction technology, **we deliver high-performance digital fundraising audiences that dramatically improve ROI** from digital marketing expenditures. We can also fully manage your campaigns to ensure we meet or exceed established goals, and our results are 100% measurable.

We specialize in:

- Website re-targeting with modeled audiences
- Digital and direct mail campaign co-targeting
- Acquisition marketing using highly targeted display ads
- Donor digital marketing with highly targeted display messaging

Contact us at info@wiland.com to learn more about Wiland and how we can help your organization.

Will cooperative database participation have a detrimental effect on our fundraising efforts?

Studies have shown that cooperative database participation does not suppress donations or erode margins from your own marketing efforts. In fact, participation has shown to produce a slightly positive lift in key donor performance metrics.

Wiland makes direct promotions more relevant and interesting to the donor by **enabling clients to target their fundraising more effectively**.

How will you protect my data?

The data is yours, not ours, and we protect it. We don't allow other clients to promote consumers on the basis of their relationship with you without your written permission.

Wiland is a "blind" cooperative so we will never reveal any client's participation without written consent.

What happens if we decide to withdraw from the Wiland Cooperative Database?

Should you choose to withdraw from the Wiland Cooperative Database, **your donation file will be removed within 30 days** after termination of our Agreement.

