



Marketing Budget Optimization™

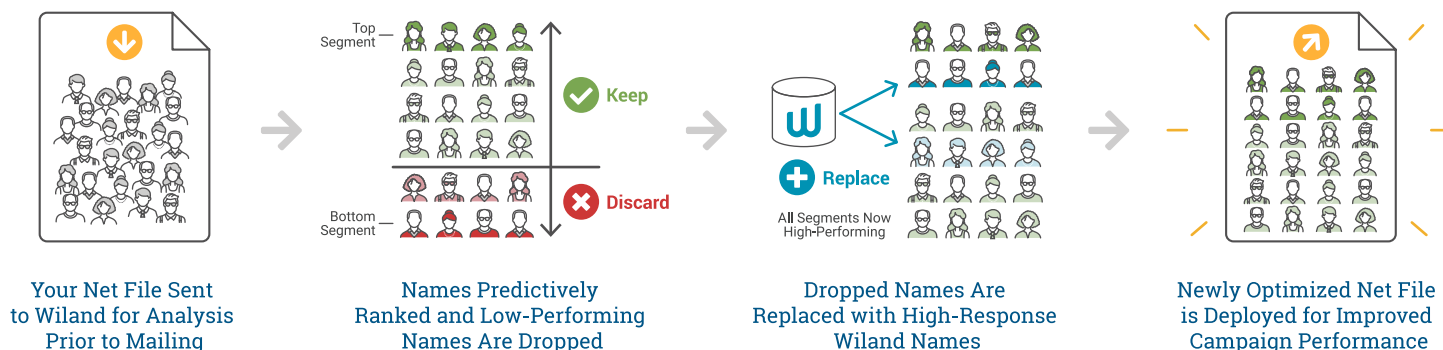
Improve acquisition campaign efficiency with post-merge list refinement

It's more important than ever that your donor acquisition campaigns are as productive and cost-effective as possible—that they reach the people with the highest likelihood to give to your organization now and to make repeat gifts.

The Answer is Marketing Budget Optimization

Marketing Budget Optimization identifies the prospects on your net file that you should retain or omit before you mail. By applying AI-enabled predictive modeling techniques to the largest donor database in America, we give you a clear view of the likely responsiveness and long-term value potential of every name on your file. This eliminates otherwise wasted marketing spend while concentrating fundraising dollars on the prospects who will deliver both high response rates and high long-term value.

Here's How It Works:



Examples of Wiland Client Success Using Marketing Budget Optimization™

- **81% INCREASE** in overall revenue per piece on a \$2 million+ prospect mailing
- **SAVINGS OF \$1.3 MILLION** in marketing cost in a single campaign while still achieving overall revenue objectives
- Turning a loss of 12% on the lowest-ranking 100,000 prospect names into **POSITIVE CONTRIBUTION OF 16%** by replacing them with high-ranking Wiland names
- **23% INCREASE** in response rate on dropped and replaced prospect names, resulting in immediate positive contribution and higher long-term value



Ready to Maximize Your Mailing Efficiency?

Discover why clients who have tested Marketing Budget Optimization say they'll never mail without it. Reach out to your Wiland representative or contact us at info@wiland.com to learn more.

NOTE: While MBO will deliver maximum value for net files with 100,000 or more prospect names, smaller mailers can benefit as well. Contact your Wiland account representative to see if MBO is appropriate for your program.

