Expanding Your Prospect Universe

Discover Untapped Acquisition Volume with Wiland's
Universal Performance Powered by CLEAR™

Wiland's Universal Performance powered by CLEAR™ is the multi-model solution that will help you discover **high-performing prospect volume** and take your acquisition campaigns to **new levels of success.**

Just how powerful is **Universal Performance powered by CLEAR™**? Fast-growing brands and organizations spanning multiple industries are using it to expand their prospect universes and improve ROI!

Case Study: Increased Acquisition for Multi-Title Apparel Mailer

Goal

Wiland had been supplying a multi-title apparel mailer with a significant quantity of highly responsive acquisition names, making up 40% of its prospecting circulation, using an existing Universal Performance solution. The client was looking to **substantially increase its acquisition volume while maintaining strong performance.**
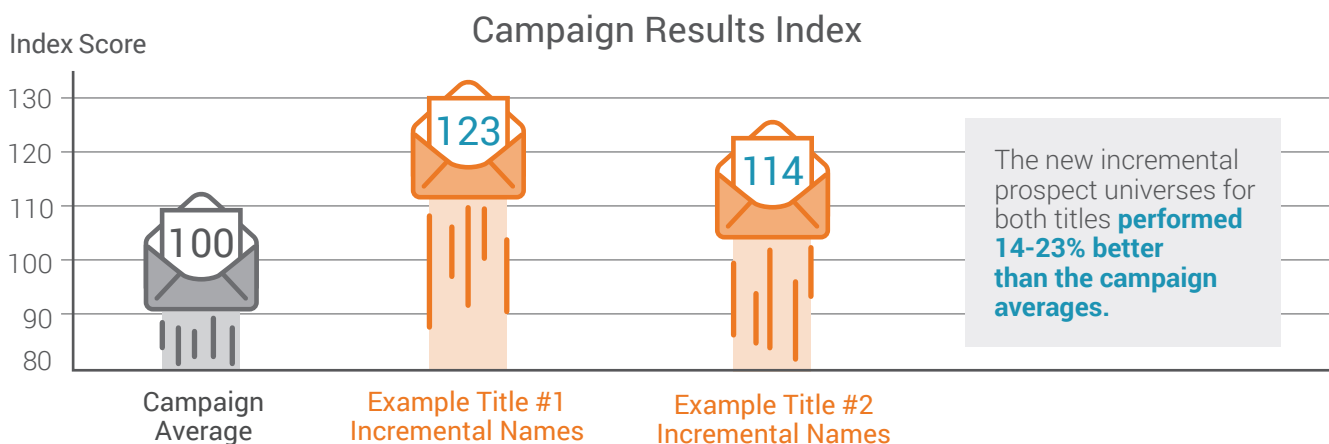
Results

Wiland created Universal Performance powered by CLEAR™ solutions for all of the client's brands to identify incremental prospect universes expected to perform well.

Example Title #1

Wiland provided 200,000 incremental names, which produced a **$/Book Index of 123** compared to the overall prospect mailing.

Example Title #2

Wiland provided 200,000 incremental names, which produced a **$/Book Index of 114** compared to the overall prospect mailing.

Campaign Results Index

Index Score

100	123	114
Campaign Average	Example Title #1 Incremental Names	Example Title #2 Incremental Names

The new incremental prospect universes for both titles **performed 14-23% better than the campaign averages.**

For these titles, usage of Universal Performance powered by CLEAR™ **grew prospect universes and increased bottom lines.** The client continues to build on its success with this solution, now utilizing Wiland prospect audiences for over 50% of its prospect circulation (in 2018 YTD) compared to 40% in 2017.

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Case Study: Amplified Prospect Circulation for Mid-Sized Publication

Goal

The client, a mid-sized publication that mails biannually, was looking to **significantly increase its prospect circulation**—from 260,000 to over 700,000 names per campaign—while maintaining an acceptable response rate.

Results

Wiland created a Universal Performance powered by CLEAR™ solution for the client that delivered over **900,000 new prospect names** across 6 segments. This dramatically increased the client's prospecting volume while producing strong results, with **5 out of the 6 segments tested indexing at over 100.**

Amplifying Prospect Reach from 260,000 to **over 900,000**

The client continues to lean on Wiland to **amplify its prospecting reach**, with Universal Performance powered by CLEAR™ continuing to generate over 900,000 highly responsive prospect names for each of the client's campaigns.

Case Study: Increased Donor Acquisition for Children's Support Organization

Goal

The client, a children's support organization with millions of donors, was looking to **significantly grow its prospecting program while maintaining strong results.** Wiland, which had produced excellent results for the client's previous acquisition campaigns, was tapped to build on this prior success by delivering increased prospect volume, making the desired boost in new donor acquisition a reality.

Results

Wiland created a Universal Performance powered by CLEAR™ solution for the client, enabling it to **grow prospect volume from just under 1.5 million Wiland-provided prospects in 2016 to an estimated 3.5 million Wiland-provided prospects in 2018.** The client is currently mailing 12 segments deep, with all segment response rates indexing at 116 or higher. This solution has outperformed other data sources and vertical lists—so much so that the client is now considering making Wiland its sole provider of acquisition names.

Universal Performance + CLEAR

Segments	RR%	RR% Index	Average Gift	Average Gift Index
1-4	5.41%	137	$23.33	127
5-7	5.38%	137	$21.31	117
8-10	4.76%	121	$23.36	128
11-12	4.56%	116	$22.87	125

Ready to expand your prospect universe? Contact us at **info@wiland.com** or **303.485.8686** to learn more and get started today!

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