



wiland

The Marketer's Field Guide to Customer Optimization



Tools and Strategies to
Navigate Today's Consumer
Spending Landscape



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At the Trailhead

All the gear you need on the path to optimized customer marketing

Marketing is a lot like hiking a rugged trail.

Both are filled with challenges and rewards. They both require skill, knowledge, and expertise. They both demand resilience and resourcefulness.

If you're reading this field guide, you're likely well aware of the challenges that marketers face—both ongoing and in today's unique market conditions. The key to addressing these challenges lies in one of your most powerful resources: your customer relationships. By ensuring that you fully understand your customers—their spending propensities, channel preferences, and ideal customer journeys—you can optimize your customer data to achieve the best return on marketing investment (ROI) and the highest long-term customer value.

Wiland is the most trusted outfitter of America's leading consumer brands, equipping them for success in their customer



marketing with solutions proven to maximize spending at every stage of the customer journey.

We've compiled this round-up of the gear you will need to achieve peak customer marketing success. These tips, success stories, and takeaways will help you determine your next steps on the path toward optimizing your customer marketing.



"The key to addressing today's challenges lies in optimizing one of the most powerful resources a brand has—its customer relationships."





Full Customer File Modeling and Scoring

Reduce campaign cost and increase revenue

Full customer file modeling and scoring is one of the most powerful, comprehensive solutions for maximizing the value of your customer file.

Wiland's vast consumer spending signals provide a panoramic view of how your customers spend with other brands in numerous categories. Using this vast data, Wiland builds custom models to score your entire customer file, enabling you to determine those most likely to spend with your brand. You will increase revenue by identifying one-time buyers and lapsed customers that can be profitably promoted, while reducing campaign costs by omitting low-scoring customers from otherwise profitable segments.

Like your favorite trail, this is a solution that you should come back to time and again.



Trail Tip

Use full file scoring to inform your segmentation strategy and improve the performance of every campaign.



Field Notes

Observed results of full file modeling and scoring with Wiland:

- *Fine-tuned segmentation with clearer differentiation between segments*
- *Higher response rates at deeper mailing depths*
- *Increased average order value (AOV) in both top and bottom segments*





Marketing Budget Optimization™

Improve campaign efficiency and reduce wasted marketing spend

There's no place for waste on the marketer's trail, especially in light of ever-increasing costs. Campaigns need to be as productive and cost-effective as possible—optimized to reach the people with the highest likelihood to spend now and provide high long-term value. Marketing Budget Optimization (MBO) is the tool that makes such efficiency possible. Experienced marketers who have tested Marketing Budget Optimization won't mail without it.

With Marketing Budget Optimization, Wiland identifies the names on your net file that you should retain and those that you should omit and replace with higher-performing names before you mail. This gives you a clear view of the likely responsiveness and ultimate value potential of your customer file, enabling you to eliminate otherwise wasted marketing spend and concentrate marketing dollars on the prospects and customers who will deliver both high response rates and long-term value. You're empowered to reduce the impact of rising costs by mailing more efficiently than ever before.

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OPTIMIZATION
OVERLOOK



Trail Tip

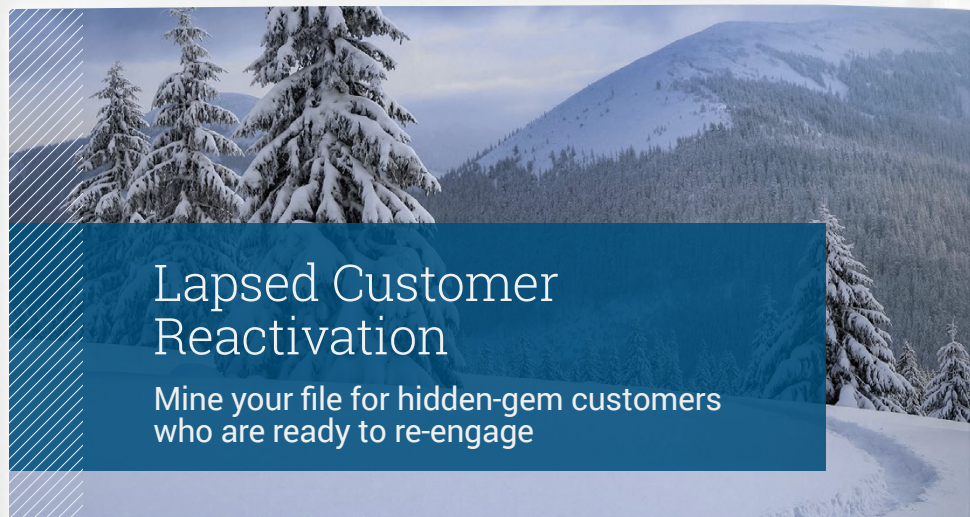
With MBO, there's no charge for optimization when Wiland replaces suppressed, low-response names with an equal number or more of high-response Wiland prospect names.



Field Notes

Actual results of using MBO:

- 81% increase in overall revenue per piece on 2 million+ prospect mailing
- Savings of \$1.3 million in marketing cost in single campaign while still achieving revenue goals
- 23% response rate increase on dropped and replaced prospect names



Lapsed Customer Reactivation

Mine your file for hidden-gem customers who are ready to re-engage

Cultivating select lapsed customers can be a vital part of a brand's sustainable revenue growth. When correctly implemented, reactivation campaigns can produce excellent ROI alongside acquisition campaigns and active customer promotions.

Wiland helps you identify your high-value lapsed customers by leveraging our vast data assets to analyze their recent, relevant spending activity elsewhere. For instance, perhaps a lapsed customer recently purchased from another brand in your category or exhibited other buying behaviors that are highly correlated to those of recent campaign responders. Identifying customers who are most likely to re-engage and have high potential long-term value helps you generate incremental revenue from reactivation efforts.



Field Notes

Do we have high-value customers hiding
in plain sight?

Looks like Wiland can help us find them...



Cross-Brand and Non-Buyer Optimization

Take your leads to the next level

Just as some of your lapsed customers are ready to re-engage, so too are many of the non-buyers in your database. In fact, you may have non-buyers on your file who are actively spending in your category. It's a matter of figuring out which ones, so you can begin cultivating them.

Wiland helps you identify non-buyers who are the most likely to spend with your brand. By analyzing their full transaction history—including purchases with brands in your category, donations to organizations that have synergy with your brand, and subscription activities—Wiland helps you reach the non-buyers on your file most likely to begin spending with you. You're empowered to focus your efforts on reaching the people with the greatest purchasing potential based on their total spending, giving, and subscription behaviors.



Field Notes

We can use this solution for:

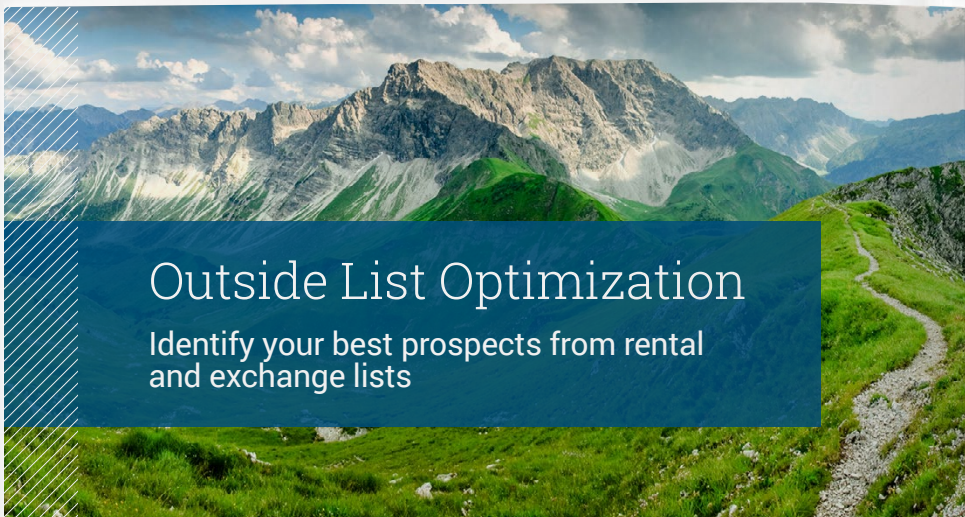
✓ Gift recipients

✓ Requestors

✓ Cross-brand buyers

✓ Inquirers

...AND MORE!



Outside List Optimization

Identify your best prospects from rental and exchange lists

Wiland's 360-degree view of consumer spending behavior enables you to identify the people on your prospect rental lists with the greatest potential to buy from your brand.

If you rent or exchange outside prospect lists, Wiland can help you identify rented names with the highest likelihood to spend with you. In addition to rental and exchange lists, we can optimize other outside audiences that you are authorized to use, such as membership or inquirer lists. Wiland can either select the most likely responders or omit those most likely to perform poorly.

Optimization makes every dollar you spend on prospecting to outside lists work harder and produce more profitable results.



Trail Tip

Outside list optimization is the perfect tool for:

- Analyzing partner files to determine likelihood to spend with your brand
- Optimizing vertical lists of older recencies



Field Notes



Digital/Direct Mail Co-Targeting

Simultaneously reach customers online and off for a measurable campaign boost

One of the simplest, yet most effective methods for maximizing your marketing dollars is through digital/direct mail co-targeting. Your mail file is a finely tuned audience of people highly likely to spend with your brand, and reaching that same audience online is a powerful yet affordable way to boost campaign performance.

Digital/direct mail co-targeting entails using the names on your mail file to create a digital audience for programmatic or social media advertising that runs before, during, and after your direct mail campaign. Prospects and customers receive both a direct mail piece and see digital advertising that reinforces your campaign's message. We recommend that marketers consider a co-targeting strategy as part of every campaign to optimize their marketing spend.

We gotta try this



Trail Tip

Test digital co-targeting in an upcoming campaign. Serve targeted digital ads to a portion of your mailing list and compare results with the portion that doesn't receive the ads to assess co-targeting's incremental impact.



Field Notes

On average, Wiland clients have seen a 4:1 return on digital ad spend from the portion of their Wiland direct mail audiences also reached online.



Wiland View™ Data Append

Enrich your customer data to improve
in-house analytics and insights

For brands with in-house data science teams and their own modeling capabilities, Wiland View is a superior data enhancement solution that provides a deep understanding of your customers and their individual spending propensities. This enables the prediction of future spending behavior and other crucial insights that optimize targeted marketing investments.

Because Wiland has the most advanced analytical platform and the most consumer spending data across vertical markets, Wiland View delivers highly predictive scores that rank your customers by their likelihood to take certain actions across critical dimensions relevant to the growth of your brand. These hundreds of scores and data elements help you understand your audience better and optimize your marketing spend to improve the ROI of every campaign in every channel.

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Trail Takeaways

- Enhance your own predictive modeling
- Optimize spending of existing customers
- Find more prospects ready to spend with your brand



Trail Tip

Reach out to your Wiland representative to learn how you can enhance your customer file.



Field Notes



Don't Go it Alone

Choose the right partner for your path to optimized customer marketing

The path to optimizing your customer marketing can be complex. There are many routes you can take and many options to consider. That's why it's crucial to choose the right data partner with the tools to help you achieve your customer marketing goals.

Here is a checklist of questions to keep in mind when choosing a data partner:

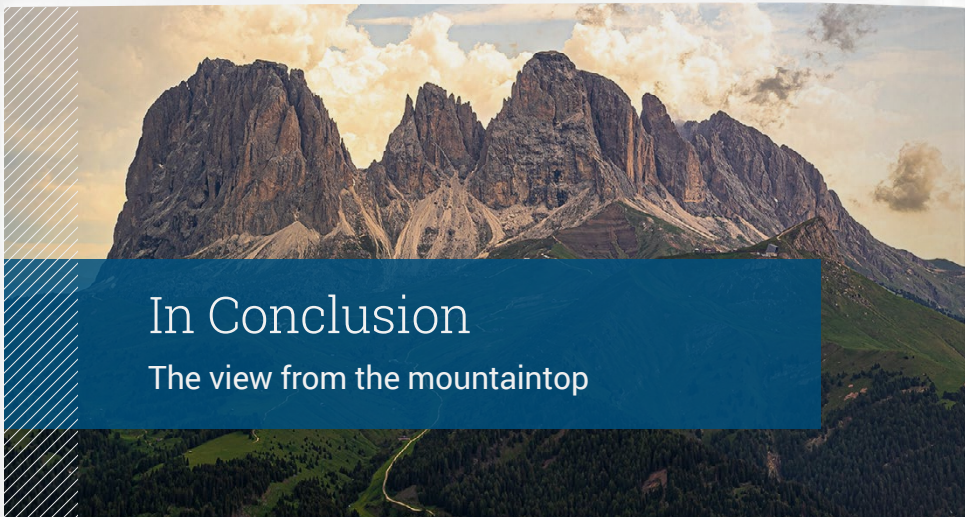
- ☐ Do they view my success as their mission?
- ☐ Is their privacy compliance both up-to-date and forward-looking?
- ☐ Is their data high-quality, privacy-forward, and ethically-sourced?
- ☐ Are they transparent about where and how they source their data?
- ☐ Can their data uniquely enhance and maximize my own?
- ☐ Are their results consistent and high-performing?
- ☐ Do they have expert-level industry experience?



Wiland is the best predictor of consumer response and is the trusted data partner and marketing audience provider to leading brands in all categories. By applying advanced predictive analytics to the largest set of individual-level consumer spending and interest-intensity signals, Wiland enables brands and their agencies to reach people ready to spend with them immediately and to make repeat purchases at a high rate.

Wiland is helping leading brands across categories optimize their customer marketing at every stage of the customer journey and across all channels. With a commitment to continuous marketing technology innovation, Wiland is a proven partner that will help you achieve your most ambitious marketing goals.

PEAK
PERFORMANCE



In Conclusion

The view from the mountaintop

Marketers today are being asked to do more with less—to achieve ever-greater results in the face of rising mailing costs, a complex digital advertising environment, and a turbulent economy.

By optimizing your customer marketing—creating ideal customer journeys and experiences based on the unique propensities of your customers—you can achieve peak marketing efficiency and campaign ROI. You will also foster the most productive relationships between you and each of your customers.

Easy to test and implement within your marketing programs, Wiland's industry-best optimization solutions help your marketing dollars work harder, work smarter, and produce impressive results.



Ready to schedule a test of
Wiland's optimization solutions?

Want to learn more about how
partnering with Wiland will help your
marketing reach new heights?



Contact your Wiland
representative or email us
at info@wiland.com.



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