Reach your ideal audience in every campaign

wiland

About Wiland

- Award-winning **pioneer and innovator** in data-driven, addressable advertising since 2005

- Individual-level consumer transaction data covering **billions of transactions and trillions in spending**—more than any other audience provider

- Proprietary analysis of **social media signals** correlated to purchase intent

- The most advanced predictive analytics platform, informed by **AI and other machine learning techniques**

- **10,000s of campaign-specific custom models produced**

- **Thousands of brands as clients** and a **97% retention rate** of top 500

Among our **proprietary data assets** are the anonymized, predictive consumer spending insights from **10 million merchants**

Our Approach to Agency Partnership

We view YOU as our client. We're here to **enhance, broaden,** and **diversify your offerings.** We deliver campaign-boosting performance that is100% aligned with each of your client's desired outcomes.

As a Wiland agency partner, you will have a **competitive advantage** when it comes to:

✓ **Winning more new clients**
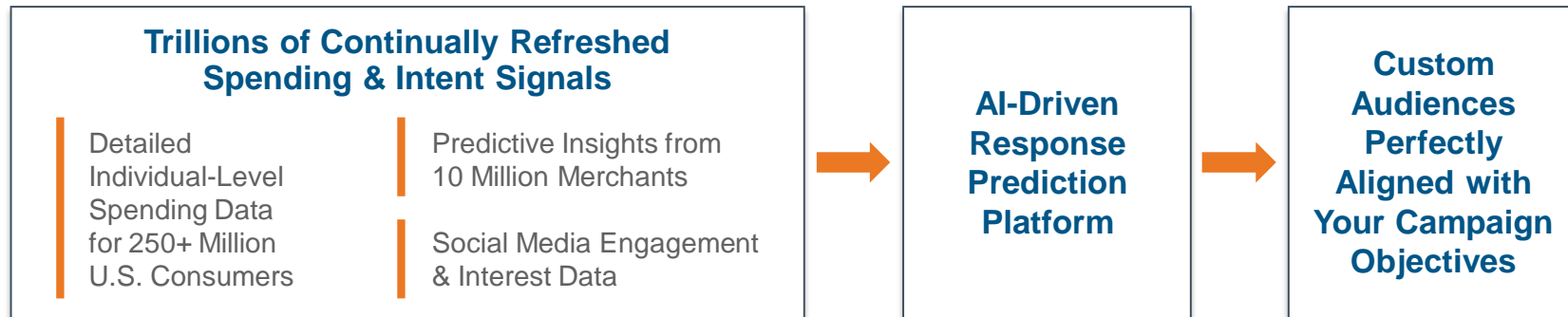
✓ **Earning their loyalty**

✓ **Wowing them with results**

Wiland Custom Audiences

Born from the powerful combination of vast, unrivaled data and the most sophisticated predictive modeling

We aggregate layers of demographic, transactional, and interest signals, to create the most accurate digital media targeting possible. These signals are analyzed to produce high-response digital audiences that outperform all others.

Trillions of Continually Refreshed Spending & Intent Signals

Detailed Individual-Level Spending Data for 250+ Million U.S. Consumers

Predictive Insights from 10 Million Merchants

Social Media Engagement & Interest Data

AI-Driven Response Prediction Platform

Custom Audiences Perfectly Aligned with Your Campaign Objectives

Unprecedented Insights into Consumer Spending

A Typical Brand's View

April made two apparel purchases from the brand's website, ordering a total of three items. Her last purchase was over one year ago.

Leveraging massive, proprietary data assets, Wiland accurately predicts April's likely future brand-level spending behavior.

Wiland's More Comprehensive View

With the largest set of individual-level spending signals, Wiland has a more complete view of April's overall spending propensities and interests across thousands of categories, as well as other data that correlates to her purchase intent.

April's likelihood to spend in specific categories in the next 12 months (% more likely):

- Online Shoe Retailers **– 960%**
- Business Hotels **– 586%**
- Outdoor Equipment **– 322%**
- Veterinary Services **– 442%**
- Upscale Athletic Apparel **– 712%**
- Affordable Natural Grocers **– 503%**

April's likelihood to engage with specific brands on social media (x-times more likely):

- **40x** to follow Chewy
- **25x** to follow Crate & Barrel
- **35x** to follow Nordstrom Rack
- **20x** to follow Breckenridge Ski Resort

Additional Information about April:

- 42 years old
- HH income of $130K
- Owns single-family home
- Toyota loyalist
- Interests: Fashion, Pets, and Parenting
- Less than 1 year at current residence
- Recently moved from St. Louis to Chicago
- Spending has accelerated in last year
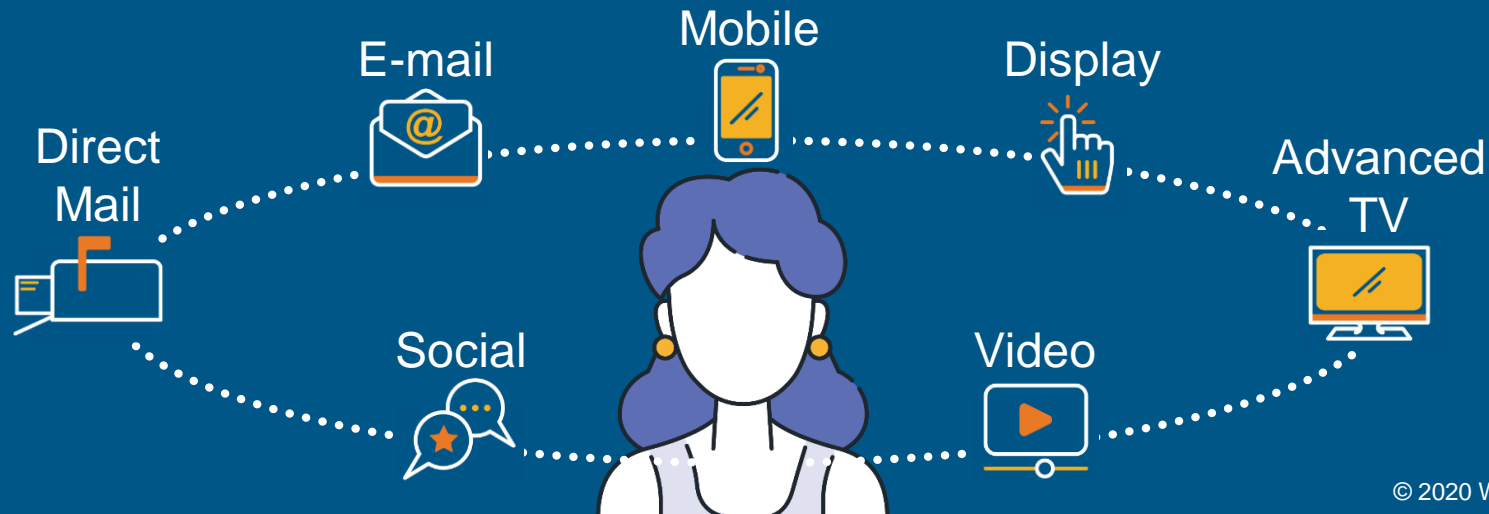
Wiland Delivers

Wiland custom audiences enhance campaign performance to deliver:

- Greater In-Demo Reach

- Niche Customer Targeting

- Identification of High-Quality New Customers Who Spend More with Your Clients

- Higher Campaign ROI

- Increased Brand Visibility with People that Matter to Your Clients

Multichannel Activation:
Precision Programmatic at Large Scale

You can also deliver your custom, campaign-specific audience to Facebook, Google, The Trade Desk, and all other major DSPs and ad platforms for activation across all addressable channels, platforms, and devices.

Proven Success in Every Vertical

What would a **huge** win look like in your upcoming campaigns?

Thank You!