The Results Tell the Story

As brands and agencies seek out high-performance audiences most likely to drive response and revenue in digital display advertising, they need look no further than Wiland's data-driven marketing solutions. Leveraging the largest set of individual-level spending and interest intensity signals ever assembled and the best response prediction platform, Wiland's brand-unique digital audiences equip brands in hundreds of categories to drive the most successful campaigns possible.

The proof is in the results. Here is a selection of some recent client successes:

INDUSTRY	CHANNEL(S)	GOALS	RESULTS
CPG	Digital Display	Drive increased online sales	**266% higher click-through-rate** (CTR)
Retail	Digital Display	Expand digital prospecting and increase brand awareness	**360% incremental lift** and **5-to-1 return on ad spend** (ROAS)
Charitable Organization	Digital Display	Improve digital prospecting performance	• **10,000+ new-to-file donors** over 18 months • Website Retargeting: **12-to-1 incremental ROAS** • Co-Targeting (Existing Donors): **17-to-1 ROAS** • Co-Targeting (Prospects): **4.5-to-1 ROAS**
Retail	Facebook	Support major video game launch	• **80% higher CTR** • **40% higher video completion rate**
Automotive	Digital Display	Increase online lead generation	• **32% lower cost-per-click** (CPC) and **15% higher CTR** than ads served to control group • **21% lower CPC** than typical targeting selections
CPG	Facebook	Increase online lead generation	• **61% higher CTR** with **41% lower CPC** than ads served to control group • **47% lower CPC** than typical targeting solutions
Retail	Digital Display	Amplify online conversions through retargeting	• **60% higher incremental ROAS than Google** • **50% increase in retargeting** campaign reach • 5x higher click-to-conversion ratio than Google
Financial Services	Facebook	Increase online lead generation	• **31% higher CTR** than ads served to control group • **4% higher CTR** than typical targeting selections
Retail	Digital Display	Drive increased online sales	**25% lower CPA**

What digital advertising challenge is your brand facing?

Contact us today at info@wiland.com to discover how Wiland can help you drive breakthrough digital display results.

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On-Demand Digital Audiences

Drive Response and Revenue

Company

**J.McLaughlin**

Category

Men's & Women's Apparel

Challenge

J.McLaughlin had already achieved success in building a strong, loyal customer base. **Seeking to expand its prospecting program and increase brand awareness through digital display**, J.McLaughlin turned to Wiland to drive customer acquisition and increased online prospect engagement.

Solutions

For a new display campaign, J.McLaughlin utilized Wiland's Ultimate On-Demand Audience "Women's Upscale Chic Fashion, Intent to Buy" with the goal of **reaching millions of precisely targeted prospects with a propensity to spend in the company's unique category**. The audience was deployed in a real-time bidding environment via The Trade Desk and was segmented based on online behavior in order to vary bid frequencies and strategies. The campaign was continuously optimized to obtain the best possible Return on Ad Spend (ROAS).

The audience used in this campaign leveraged Wiland's exclusive, anonymized consumer spending insights from 10 million merchants. These insights are used to further enrich Wiland's vast spending and interest-intensity data, enabling activation of fully custom, ultra-responsive audiences across all channels, platforms, and devices.
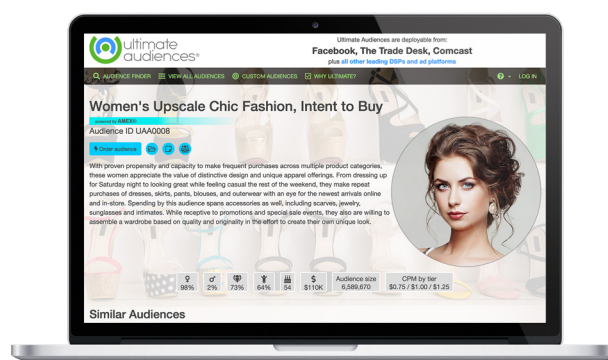
This audience is just one selection from among the **most diverse, highly targeted collection of ready-to-deliver marketing segments available to media buyers today**. These Wiland audiences can be used at all leading platforms.
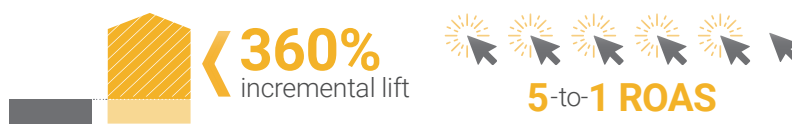
J.McLaughlin

J.McLaughlin is a distinguished apparel brand steeped in classic American style, nostalgia, and tradition. Founded in 1977 by brothers Kevin and Jay McLaughlin, the brand offers a variety of men's and women's clothing and accessories that blend timeless style with impeccable quality.

With over 100 stores in the United States and a thriving e-commerce business online, J.McLaughlin celebrates its continued success as a classic American clothier and one of the country's great first-name-basis retailers.

Results

J.McLaughlin saw a **significant boost in direct online conversions** as a result of utilizing this audience in its prospecting efforts. Over a two-month period, the audience generated a 360% incremental lift and a 5-to-1 ROAS for J.McLaughlin, delivering on the goal of acquiring new customers and increasing brand awareness.

360% incremental lift

5-to-**1 ROAS**

Wiland's on-demand audience delivered **significant lift in digital display performance and resulted in the desired new customer acquisition**. Based on this success, J.McLaughlin plans to continue partnering with Wiland to test and utilize additional on-demand audiences that target more new buyers of its unique line of apparel and accessories.

About Wiland

Wiland is the best predictor of consumer response. By applying advanced predictive analytics to the largest set of individual-level spending and interest-intensity signals, Wiland enables brands and their agencies to find people ready to spend with them immediately and to make repeat purchases at a high rate.

> Since 2005, Wiland has assembled the brightest minds, the best modeling platforms, and the most comprehensive, detailed consumer spending data to create profitable connections between brands and their ideal customers.

In addition to its reputation as a data-driven marketing innovator, Wiland is also a company recognized for its culture of honesty, integrity, and goodness.

Contact us at info@wiland.com to learn more.

Targeted Digital Audiences

Drive Increased Online Engagement

Company

Central Bancompany

> " This campaign is an excellent example of how Coegi uses Wiland to effectively scale beyond first-party and retargeting audiences while maintaining comparable ROAS/CPA metrics. "

-Sean Cotton
CEO
Coegi

Challenge

The mortgage application process often consists of multiple touchpoints and life triggers, making it difficult to identify key opportunities to engage with and convert consumer audiences. Typical campaigns use third-party in-market segments and demographic criteria to find prospective consumers. Central Bancompany was **seeking better campaign response via more precisely targeted prospects** highly likely to apply for mortgages. Coegi, the brand's marketing data and analytics provider, collaborated with its agency client True Media and turned to Wiland to provide the high-response audiences that Central Bancompany needed to drive results.

Solutions

Coegi utilized Wiland's artificial intelligence (AI) tools to quickly build and reach distinct audiences at scale. Combining comprehensive consumer, social, and intention data along with proprietary Wiland variables and predictive analytics, the Coegi team was **able to deploy high-performance custom audiences** comprised of consumers interested in mortgage information and rates. The brand was then able to effectively reach these new prospects with a high likelihood of applying for mortgages online.

Central Bancompany

Central Bancompany, which began as Central Missouri Trust Company over a century ago, is a privately held holding company headquartered in Jefferson City, Missouri. Specializing in community banking, the organization manages over $12 billion in assets. Central Bancompany is devoted to delivering high-quality, innovative financial products and services that help its customers and communities grow and succeed.

Results

The Wiland-provided audiences significantly outperformed both demographic and in-market targeting, demonstrating a 46% lower cost per acquisition (CPA) and 4% lower cost per thousand (CPM) than demographic targeting and 200x lower CPA and 48% lower CPM than in-market segments, delivering on the goal of driving increased online mortgage applications.

46% lower CPA and **4% lower CPM** than demographic targeting and **200x lower CPA** and **48% lower CPM** than in-market segments

Wiland's custom audiences lowered CPA and CPM across the board and resulted in the desired procurement of online mortgage applications.

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