

INTELLIGENCE-DRIVEN MARKETING SOLUTIONS TO FUEL SUBSCRIBER GROWTH

Few industries have experienced the turmoil caused by digital technologies more acutely than publishing.

From the prevalence of mobile to the growing desire for free information, technological disruptions have changed the media consumption habits of readers, created new sources of competition for publishers, and threatened the relationship between publisher and subscriber. Publishers who once only had to address the needs of print subscribers must now also cater to digital subscribers and non-subscribers exhibiting brand loyalty in other ways, like frequent website visits. And the complications don't end there.

Despite the evolving landscape, publishers today still have ample opportunities to grow and thrive. Many publications are finding creative ways to profitably deliver quality products both in print and digitally and are growing in brand awareness and circulation. **The defining factors between success and stagnation for publishers are often twofold:**

- Can they meet the needs of multiple constituencies and balance what's accessible for free versus what requires payment?
- Can they understand and adapt to prospects and subscribers to cultivate long-term brand loyalty?

Wiland is the data partner that leading publishers rely on to gain a comprehensive understanding of their prospects and subscribers and generate new subscriber leads with the highest potential for long-term value. Wiland creates custom marketing audiences that use consumers' total transaction data to identify prospects most likely to not just engage with a publication, but become the kind of loyal subscribers who elevate a publication's success.

Wiland has served the publishing and media industry for many years and understands how crucial it is for publishers, especially today, to build a trusting relationship with subscribers. Using Wiland's expertise and custom marketing audiences, publishers can have a competitive advantage as they look to navigate and succeed in this shifting landscape.

Leveraging vast subscriber transaction data, predictive analytics, and sophisticated modeling, Wiland custom marketing audiences empower publishers to:

- Effectively reach ideal prospects and subscribers most likely to respond to marketing efforts
- Acquire new subscribers with the highest potential for long-term value
- Reactivate lapsed subscribers ready to re-engage
- Optimize marketing spend with uniquely configured prospect audiences
- Improve renewal rates and increase list-rental revenue
- Maximize subscriber engagement at every lifecycle stage
- Understand subscribers and their behaviors better than ever before

Wiland custom-modeled marketing audiences are deployable in all channels, including:

- Display
- Mobile
- Video
- Direct Mail
- Social
- Email
- Addressable Television

CONTACT US TODAY TO LEARN MORE

We look forward to talking with you about how Wiland's intelligence-driven solutions can optimize your marketing efforts and bring you the loyal subscribers your business needs to succeed.

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