

Intelligence-Driven Fundraising Solutions for Nonprofit Organizations

- Responsive **Donor Audiences**
- ROI-Focused **Marketing Optimization**
- Actionable **Business Intelligence**



We know how passionate nonprofit organizations are ...

...about their causes. At Wiland, we are just as passionate about helping you find and retain the high-quality donors you need to fulfill your mission. Equipped with insights rooted in superior intelligence, Wiland's marketing and fundraising solutions enable you to make the best-informed decisions possible to meet and exceed your revenue goals. You will be empowered as never before to:

- Affordably acquire new, high long-term value donors
- Maximize the value of existing donor relationships
- Improve donor retention
- Fully realize donor value and engagement
- Profitably reactivate high-value lapsed donors
- Optimize marketing channel strategy
- Reduce waste in marketing spend

Achieving these objectives requires a qualified data partner—one that helps you make the most of your own data and expands that perspective with further insights into your donors' total donation and spending behavior across multiple categories.

As the trusted data partner of thousands of leading organizations, Wiland delivers responsive donor audiences deployable in all channels, marketing optimization solutions that increase marketing efficiency, and business intelligence that informs better decision-making.

Marketing Audiences

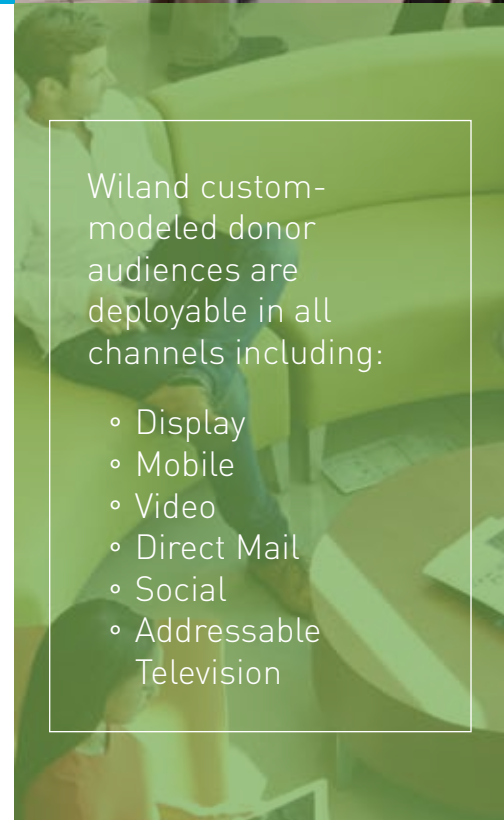
Whether you're looking to acquire new donors, increase revenue from current donors, or reactivate lapsed donors, Wiland delivers high-performing audiences that produce excellent response rates in all channels. Our predictive modeling and audience segmentation methodology focus on both **initial response** and **high long-term value**—an approach that pays big dividends on our clients' marketing and fundraising investments immediately and for years down the road.

What Makes Wiland Audiences So Effective?

While demographics and personas have important roles to play in audience creation, donation and transaction data is the most highly correlated to actual response. **The best predictor of future donation behavior is past donation behavior.** By analyzing independent variables that connect diverse transactional data points across multiple donation and spending categories in the Wiland Database, we use machine learning to produce finely-tuned audiences unique to each client—audiences that demonstrate remarkably high response rates.

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

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



Marketing Optimization

At Wiland, we believe that marketing efforts should continually lead to better results—that every campaign can outperform the previous one. This commitment to deliver consistently superior results for our clients has led to the development of our marketing optimization solutions, including:

Marketing Budget Optimization™

Marketing Budget Optimization™ uses predictive analytics to identify and remove low-performing names from prospecting efforts. We help you replace unresponsive names with better-performing ones to meet and exceed your fundraising objectives. The cost-savings generated from this intelligence can be reallocated to fund campaigns across additional channels or go towards your bottom line for better ROI.

Housefile Optimization Services

Wiland's housefile optimization services use predictive modeling to determine which donors in your housefile have the greatest potential lifetime value. This allows you to focus your fundraising efforts and budget on the donors in your housefile most likely to respond to your next offer.

Donor Probability Scoring

Determining donor giving capacity and likelihood allows you to highly personalize your communication efforts and realize tremendous marketing ROI. Wiland can identify both major and mid-level donor probability within your file based on

overall donation activity observed elsewhere within the Wiland Database as well as transactional and demographic characteristics.

Business Intelligence

The vast and detailed consumer and donor data in the Wiland Database is an unrivaled resource for business intelligence. As a result, we provide sophisticated data analysis and reporting to our clients on the trends and patterns that underlie their organization's performance. Wiland Insights™ offers a powerful set of reports detailing proprietary intelligence on vital fundraising metrics.

Wiland Insights™ users can explore, visualize, and leverage their business data in ways never before possible. Wiland uses an organization's data to produce dozens of custom reports, many of which are further informed by the vast, comparative perspective of the Wiland Database. As a result, Wiland clients enjoy exclusive access to proprietary benchmark reports that show how their performance compares to similar organizations in their respective category.

The many benefits of a Wiland Insights™ subscription include:

- The ability to confidently set long-term strategy and make highly informed tactical decisions
- Data-driven justification for planning and allocation of marketing budget
- Identification of trends, opportunities, and potential vulnerabilities
- Performance measurement versus category and sector using proprietary benchmark data

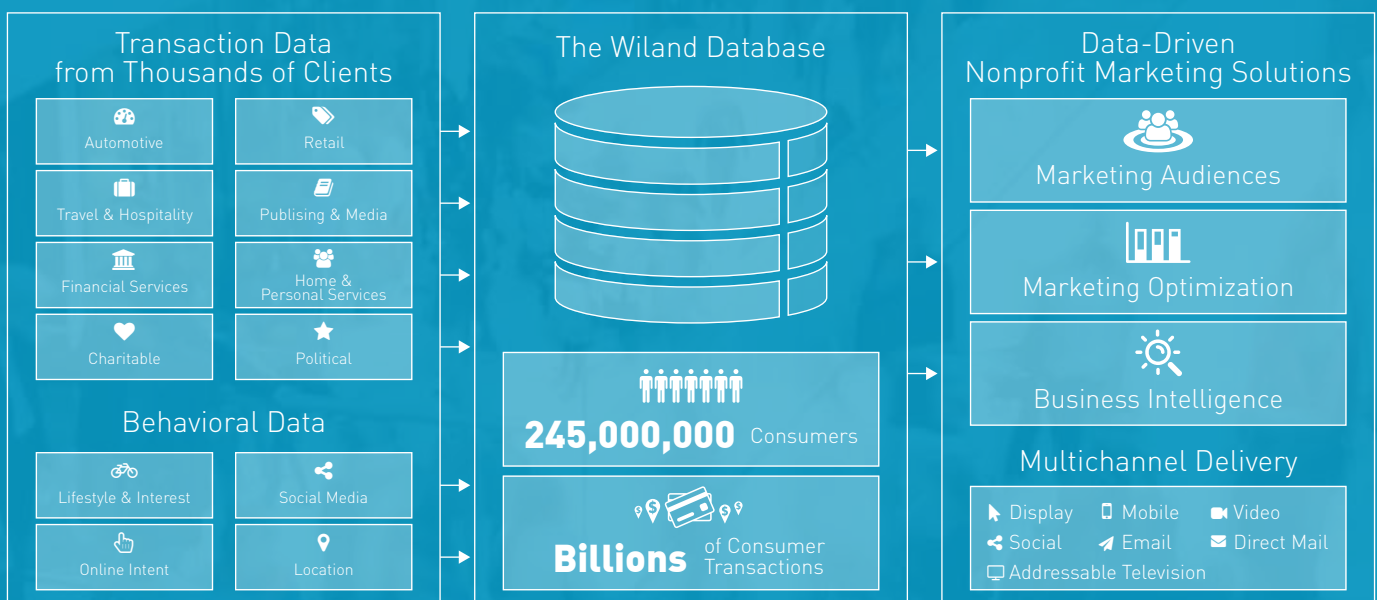
Wiland Insights™ reports display data visually using charts and tables, making them easy to interpret and share in presentations. Reports are continuously updated and are available for viewing on-demand in the Wiland Client Gateway, a secure online portal. Wiland Insights™ is available exclusively to Wiland clients and is supported by a friendly, knowledgeable Help Desk.



The Wiland Database

The Wiland Database is the nonprofit sector's most powerful source of information on donor behavior. With vast, detailed information on virtually every U.S. adult, the Wiland Database fuels the predictive analytics that produce responsive marketing audiences for our clients. The Wiland Database is also the source of our Marketing Optimization and Business Intelligence solutions.

The Wiland Database is built upon the cooperative database model, gathering massive amounts of continuously updated first-party data from thousands of organizations. What makes the Wiland Database so unique is its diversity of data and depth of detail—down to the individual transaction level. It offers our clients perspective regarding the donation and purchasing behaviors and preferences of their contributors and prospects beyond just the transactions they observe within their own data.



About Wiland

Fundraisers and marketers in a wide range of industries rely on Wiland as their trusted partner to help them better understand their constituencies and fuel their organizations' growth. Through sophisticated analytics and predictive modeling, Wiland leverages vast data resources to help its clients find new donors and optimize connections with

existing ones. In addition to its reputation as a technology innovator, the company is recognized for a culture of honesty, integrity, goodness, and an unrelenting commitment to delivering a better future for its clients.

wiland

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