



We began by asking the questions that all publishers should be asking themselves.

Then we answered them  
and Wiland Insights™ is the result.



Faced with razor-thin profits, changing media consumption habits, and new sources of competition, publishers can still gain a competitive edge by utilizing **accurate, relevant business intelligence**.

It can make the difference between thriving...and merely surviving.

And now, the most powerful business intelligence solution created for the publishing sector is available. Wiland Insights is an indispensable, comprehensive suite of reports that can inform your strategic decision-making by answering questions including:

- **How are the inception sources of new subscriptions changing over time?**
- **How does our subscriber retention rate compare to others in our category?**
- **How can my subscribers' consumer spending behavior inform more relevant editorial content?**
- **How can my subscribers' consumer spending behavior be used to help attract relevant new advertisers?**

The answers to these vital business questions and many others can be found in the 40+ reports included in a **Wiland Insights™** Premium subscription. Using Wiland's industry-leading, continuously updated database of transaction level consumer and subscriber data, Wiland Insights reports empower your organization to compete more effectively in today's fast-changing publishing environment.

To learn more, contact your Wiland representative today.



Actionable Intelligence. Better Decisions.™

303.485.8686 • [wiland.com](http://wiland.com)

©2018 Wiland, Inc. All rights reserved.

