



New Audiences & Long-Term Value

Wiland

Case Study

“ Working with Wiland, we have seen our prospecting program grow beyond our expectations. Wiland has helped us improve our marketing and fundraising in multiple channels, which has increased the growth and reach of our mission.”

- Director of Marketing

Challenge

The client, an established nonprofit organization focused on helping families thrive through education, resources, and support, had gained great success in cultivating existing donors and maximizing its fundraising potential. Eager to broadcast its mission to more potential future donors, the organization turned to Wiland to **re-energize its prospecting program and give its acquisition marketing a measurable boost.**

After initial success in working with Wiland to target prospects with high long-term value potential via direct mail, the organization saw significant opportunity in exploring digital solutions with Wiland as well in order to broaden prospecting across channels and engage with even more high-value donors.

Solutions

Wiland provided three **important, data-driven solutions** to create an integrated approach for the organization to amplify its prospecting success:



New Donor Acquisition

With a primary emphasis on increasing ROI, Wiland built several custom prospecting models for the organization by leveraging the organization's housefile and promotion files as well as the vast, comparative power of Wiland's transactional database. Using a combination of model solutions to find highly responsive prospect audiences via both direct mail and display, the organization was able to target its marketing to prospects with the highest likelihood of response and long-term value (LTV).



Website Retargeting

As part of a fully-managed display campaign, Wiland retargeted visitors of the organization's website. This enabled the organization to optimize their digital marketing efforts and secure more online conversions through Wiland's enhanced level of precision, transparency, and accountability.



Solutions (cont.)



Co-Targeting

Using a multichannel strategy that extended to both direct mail and display allowed the organization to reach prospects simultaneously with digital and offline marketing. In synchronizing these efforts, Wiland helped drive incremental conversions to the organization, as prospective donors were served appropriate messaging and able to take action either offline or online depending on their preference.

Results

Utilizing Wiland's precisely targeted marketing audiences and display campaign services over the course of 18 months, the organization acquired **over 10,000 new-to-file donors** across multiple channels and reactivated and converted nearly 9,000 donors from its housefile. Website retargeting with Wiland provided the organization with a **12-to-1 incremental return on ad spend (ROAS)** in Q4 of 2017. Wiland also co-targeted both the organization's housefile and new prospects. In Q4 of 2017, Wiland co-targeting of existing donors generated **17-to-1 ROAS** and, in the same timeframe, Wiland co-targeting of prospects resulted in **4.5-to-1 ROAS for the organization**.

10,000+
new-to-file donors
across multiple channels

9,000
donors converted
from organization housefile

12-to-1
incremental ROAS
from website retargeting

Through its partnership with Wiland, the organization has experienced **strong LTV from donors** originating from Wiland-modeled audiences and continues to allocate increased marketing dollars to its acquisition efforts utilizing Wiland's products and services. What has developed is a partnership based on success—one where precisely targeted solutions have helped the organization optimize marketing efforts based on both response and long-term value.

About Wiland

Wiland is a leading provider of **marketing audiences, marketing optimization, and business intelligence solutions**. Fundraisers and marketers in a wide range of industries rely on Wiland as their trusted data partner to help them better understand their donors and fuel their organizational growth and profitability.

Through **sophisticated analytics and predictive modeling**, Wiland leverages vast data resources to help its clients find new donors while optimizing connections with existing ones.

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

Contact us at info@wiland.com or [303.485.8686](tel:303.485.8686) to learn how you can harness the power of vast data and predictive analytics to drive results.