

The Results Tell the Story

As brands and agencies seek out high-performance audiences most likely to drive response and revenue, they need look no further than Wiland's intelligence-driven marketing solutions. Leveraging vast, intent-based consumer spending data and sophisticated predictive analytics, Wiland's marketing solutions 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
 Home and Personal Services	Direct Mail	Boost conversions and extend campaign reach	23% sales rate lift over campaign average
 CPG	Facebook	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	<ul style="list-style-type: none"> • 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
 Catalog	Direct Mail	Grow acquisition volume while maintaining strong performance	200,000 incremental prospects produced \$/Book Index of 123 compared to overall mailing
 Retail	Digital Display	Support major video game launch	<ul style="list-style-type: none"> • 80% higher CTR • 40% higher video completion rate
 Automotive	Facebook	Increase online lead generation	<ul style="list-style-type: none"> • 32% lower cost-per-click (CPC) and 15% higher CTR than ads served to control group • 21% lower CPC than typical targeting selections
 Publishing	Direct Mail	Significantly increase prospect circulation	<ul style="list-style-type: none"> • 900,000 incremental names provided across six segments • Five out of six segments tested indexed at over 100
 Retail	Digital Display & Direct Mail	Grow prospect universe by over three million incremental names	Random sample of 1.5+ million incremental names in top five segments tested in direct mail performed: <ul style="list-style-type: none"> • 78% higher than campaign average • 181% better than another provider
 Catalog	Direct Mail	Expand prospect circulation while maintaining favorable ROI	Substantially higher \$/Book with average indexes ranging from 119 to 193
 CPG	Facebook	Increase online lead generation	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 31% higher CTR than ads served to control group • 4% higher CTR than typical targeting selections
 Charitable Organization	Direct Mail	Reactivate lapsed donors for increased ROI	18% gain in Gross Income per Name Mailed (GIPN) over competitor in head-to-head test
 Retail	Digital Display	Drive increased online sales	25% lower CPA