

The Results Tell the Story

As brands and agencies seek out high-performance audiences most likely to drive response and revenue in digital display advertising, 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 digital 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
 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
 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
 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
 Retail	Digital Display	Drive increased online sales	25% lower CPA

What digital advertising challenge is your brand facing?

Contact us today to discover how Wiland can help you drive breakthrough digital display results.