Find Your Best Future Customers

High-Performance Marketing Audiences for Direct-to-Consumer Brands

Find
Accelerate Customer Acquisition

Retain
Improve Customer Retention

Reactivate
Win Back Lapsed Customers

Thank you for your order!

The Key to
Next-Level Growth:
Brand-Unique Audiences

Find your best future customers now! They're out there, and we'll help you find them, just as we do for hundreds of leading D2C brands.

By applying advanced predictive analytics to the largest set of individual-level U.S. consumer spending and interest intensity signals, we find large universes of people who will buy from you, not merely shop your website and leave. These brand-unique audiences, custom-crafted for your brand, deliver more than just high response rates. They are engineered to identify repeat purchase behavior, enabling you to acquire high long-term value customers that produce recurring revenue.

Multichannel Activation

Wiland audiences can be activated across all addressable channels and devices including:

Display   Direct Mail   Mobile   Social   Video   E-mail   Advanced TV

Find. Retain. Reactivate.

Find
Accelerate Customer Acquisition

When you use Wiland brand-unique audiences, you'll see fast customer growth by focusing your marketing on large universes of people who will spend with you today and become loyal, repeat customers.

Retain
Improve Customer Retention

Using sophisticated predictive modeling, we can help you segment your customer file using the power of our massive consumer spending data. That enables you to take the appropriate steps to engage high-value customers at the right time with the right offers before they lapse.

Reactivate
Win Back Lapsed Customers

Your past customers can still play a key part in your future growth. We use our vast data and AI-enabled predictive analytics to identify the high-value lapsed customers who are most likely to respond to your offers and begin spending with you again.

So whether you need to grow fast, retain more of your current customers, or reactivate the ones that have wandered off, we're here to help with proven, data-driven solutions.

What Makes Wiland Audiences the Best?
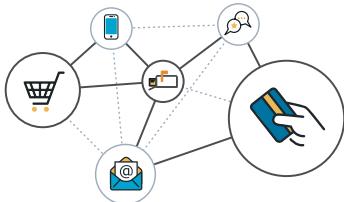
The Most Consumer Spending Signals

Detailed, individual-level transaction data is the gold standard of consumer spending information. And we have more of these predictive signals than anyone else.
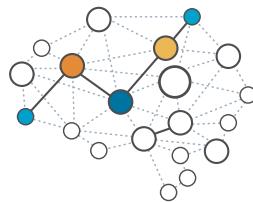
The Best Response Prediction Platform

Accurately predicting how people will spend their money is made possible with Wiland's proprietary, AI-driven response prediction technology.

The Most Responsive Data-Driven Marketing Experts

We have a deep bench of agency and vertical market experience. Our super-smart, super-nice people make it easy to quickly benefit from our brand-unique audiences and data.

We Were Direct-to-Consumer Before Direct-to-Consumer Was Cool

As a pioneer in applying data analytics to direct-to-consumer marketing, Wiland has been connecting direct brands to millions of new customers. Our audiences and data are behind many of today's greatest D2C success stories. And we continue to provide tomorrow's best customers to thousands of brands. Why not yours?

Ready to grow? Let's go!

We make it easy to get started and see success quickly. So let's talk about scheduling a test of a brand-unique audience, custom-crafted for your brand, in one of your upcoming campaigns. We don't charge for the modeling and audience creation. You pay only when you activate the audience in your campaigns.

Wiland

DELIVERING THE FUTURE®

wiland.com/D2C | 303.485.8686