Housefile Optimization Solutions

for Multichannel Retailers

A Proven Approach for Maximizing Marketing ROI

During this unprecedented time for multichannel retailers, it is more important than ever to:

01 Recognize that not all customers are of equal value

02 Analyze and segment customers for optimal treatment paths

Some customers are one-time, low-interest buyers who aren't worth pursuing with additional marketing dollars. Others are likely repeat buyers with excellent long-term value potential who—even in today's environment—are still worth further marketing investment. Between these two extremes are customers who might at first appear to be less than ideal, but could actually become high-value repeat buyers, as well as recently inactive customers who could begin spending again.

The Power of Massive Data + Advanced Predictive Modeling

As the data partner of thousands of retailers and brands in diverse categories, Wiland analyzes the largest set of spending and interest intensity data ever assembled—trillions of continuously refreshed purchasing signals. This gives us unprecedented visibility into the individual purchase behavior of over 250 million adult consumers, including the customers and prospects in any given housefile. This depth and breadth of data is the most rigorous basis for analyzing a brand's housefile using advanced AI and other machine learning techniques. These insights and modeling techniques are helping retail brands avoid wasting precious marketing dollars on the wrong consumers while making profitable connections with the right customers and prospects.

Four Housefile Solutions for Multichannel Retailers

01 Full-File Modeling

We create bottom-line-focused customer models by looking at a brand's customer data against our vast consumer spending and interest intensity signals. It is then possible to determine how far a brand can profitably reach down into its customer file to find truly responsive names. At the same time, it is possible to identify customers who have recently been targeted, but who our data suggests will prove to be unprofitable.

02 Customer Reactivation

The use of a customer reactivation model or select prospect model can identify inactive customers most likely to begin buying from a brand again—an extremely valuable opportunity in today's challenging retail environment. Models can be applied to all inactive buyers or just the group not selected using a specific internal selection methodology.

03 Customer Suppression

Wiland's customer modeling not only finds strong names at the top of the model, but also identifies weak buyers in the bottom segments. Wiland will score all the names planned for a given marketing promotion and identify the buyers who are likely to lose a significant amount of money. These names can be suppressed and replaced with stronger reactivation names or prospect names that will improve the ROI and profitability of a campaign. Alternatively, the savings created by removing the unprofitable names can go straight to the bottom line or used to fund other marketing efforts.

04 Cross-Brand and Non-Customer Optimization

If a company has multiple brands or catalog titles, existing prospect models or new models can identify the best candidates for cross-promotion. This can include analysis of all names from other brands or just those who would not otherwise have been promoted. It is also possible to create special models to identify the non-buyers on a file who are most likely to respond, such as catalog requestors, referrals, inquirers, and gift recipients.

Housefile optimization can be a game-changer for retail brands in these challenging times. Contact us at **info@wiland.com** to learn how we can help your brand leverage your housefile to drive better results in every campaign.

wiland