



# Find Buyers, Not Just Shoppers

Reach your best new customers now  
with **Wiland brand-unique audiences.**

## **Predictive Signals:** [We Know More](#)

Knowing how people spend their money is the key to determining if they will buy from you. We have more knowledge about how people spend than anyone else. We analyze trillions of continually refreshed, individual-level transactions along with social media signals and other indicators that reflect the intensity of a person's interest in your brand.

## **Artificial Intelligence:** [We Find Your Best Customers](#)

Our response prediction platform analyzes these signals to identify the specific group of people who will buy from you, and **we help you find and convert them, wherever they are**, across all channels and devices.

## **Benefits:** [Your Business Grows and Prospers](#)

Using Wiland brand-unique audiences in your campaigns, you can:

- Find more customers at a **lower cost per acquisition**
- Acquire new customers with the **highest long-term value**
- **Retain high-value customers** who make more frequent purchases
- **Reactivate lapsed customers** ready to re-engage

Wiland is the  
**best predictor**  
of consumer  
response.

## Multichannel Activation

We deliver your brand-unique audience to your DSP or platform of choice for activation across any of these addressable channels, platforms, and devices:



Display



Direct Mail



Mobile



Social



Video



Email



Addressable TV



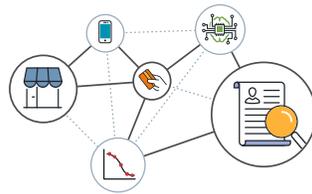
## What Makes Wiland Audiences the Best?



### The Most Consumer Spending Signals

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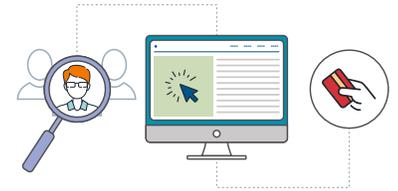
Detailed, individual-level transaction data is the gold standard of consumer spending information. And we have more of these crucial signals than anyone else.



### The Best Response Prediction Platform

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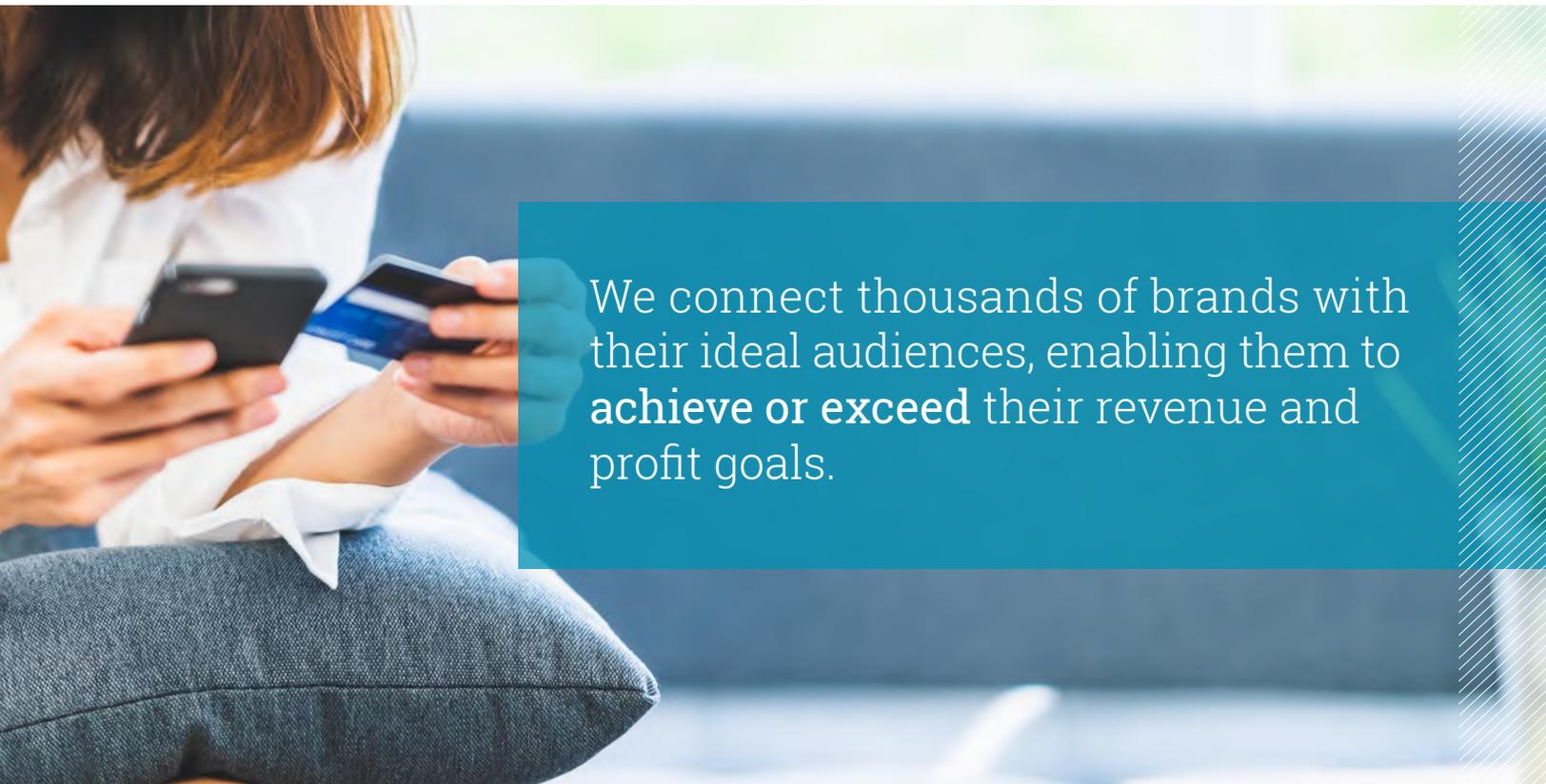
Accurately predicting how people will spend their money is made possible with Wiland's proprietary, AI-driven response prediction platform.



### The Fastest Path to Campaign Success

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We make it easy to get started. We'll build your custom, brand-unique audience fast and quickly deliver it to your DSP or platform of choice.



We connect thousands of brands with their ideal audiences, enabling them to **achieve or exceed** their revenue and profit goals.

## Let's Get Started.

To schedule a test of an audience custom-crafted for your brand and tailored to your specific marketing needs, contact us today at [info@wiland.com](mailto:info@wiland.com).