



Find Your Best New Customers Now

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

Find

Accelerate Customer Acquisition

.....

Retain

Improve Customer Retention

.....

Reactivate

Win Back Lapsed Customers

.....

Optimize

Increase Marketing Efficiency

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

Your best new customers are out there—the people who are ready to buy from you now and provide high long-term value in the future. And we can help you find them, wherever they are.

By applying advanced predictive analytics to our unique data assets—the **largest set of individual-level U.S. consumer spending and interest-intensity signals ever assembled**—we find large universes of people who will buy from you, not merely shop your website and then leave. These audiences, custom-crafted for your brand and your offers, 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 excellent recurring revenue.



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 all addressable channels, platforms, and devices, including:



Display



Direct Mail



Social



Mobile



Video



Email



Addressable TV



Did You Know?

Direct mail is a powerful customer acquisition driver, even for digitally native brands. It outperforms all other addressable channels and can deliver new, high-value customers you can't find elsewhere. Ask about how Wiland is helping leading D2C brands get the most from this highly productive channel.

Find

Accelerate Customer Acquisition

By targeting your marketing to large universes of people who will spend with you today and become loyal, repeat buyers in the future, you can acquire the best new customers at a low cost per acquisition.

Retain

Improve Customer Retention

Using sophisticated predictive modeling, we can segment your customer file, enabling you to take the appropriate steps to engage high-value customers at the right time to reduce their chances of becoming inactive.

Optimize

Increase Marketing Efficiency

We can analyze your prospect files to predict which individuals are the least likely to buy so that you can omit them from your campaigns. You'll be better equipped to hit your top-line revenue goals while reducing the cost of marketing, boosting your bottom line.

Reactivate

Win Back Lapsed Customers

Your past customers can still play a key part in your future growth. We use 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, increase existing customer revenue, or reactivate the ones that have wandered off, we're here to help with proven, data-driven solutions.

What Makes Wiland Audiences the Best?



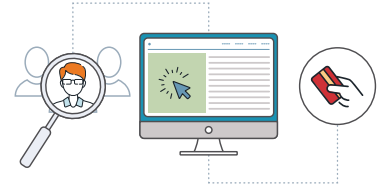
The Most Consumer Spending Signals

Detailed, individual-level transaction data is the gold standard of consumer spending information. And we have more of these 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 platform.



The Fastest Path to Success

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

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

As pioneers in applying data analytics to direct-to-consumer marketing, Wiland has a long history of connecting direct brands to millions of new customers. Our audiences and data are behind many of today's greatest DTC success stories. And we continue to provide ideal customers to thousands of brands—enabling them to achieve and exceed their revenue and profit goals. **Why not yours?**

Ready to Grow? Let's Go!

Talk to us today about scheduling a test of an audience custom-modeled for your brand in one of your upcoming campaigns. We don't charge for custom modeling and audience creation. You pay only when you use the audience in your campaigns.

Contact us today at info@wiland.com to learn more and get started.

