

Persona-Driven Audiences

Deliver High-Value Prospects

“ Wiland helped us identify hard-to-find, uniquely aligned niche audiences that allowed us to really **elevate the conversation** around our client. ”

- Senior Manager at Advertising Agency

Challenge

The brand, an established global transportation supply manufacturer, was seeking to revive and expand its digital advertising to achieve two goals:

- 01 Increase its presence and brand awareness in the U.S.
- 02 Change its brand image from a standard manufacturing company to an innovator with a focus on sustainability

With a limited budget and steep competition in its crowded category full of large, multinational brands, the company required hyper-focused, data-driven marketing solutions to realize its desired level of impact and response.

Solutions

Wiland partnered with the brand's agency—a lauded advertising leader—to create high-performance custom audiences at scale. Leveraging **Wiland PersonaBuilder™**—the world's most powerful persona creation tool—Wiland quickly created distinct audiences of consumers by analyzing their spending and social media engagement behavior. This process identified consumers highly likely to appreciate innovations in sustainability and green issues as well as become high-value new customers, empowering the brand to reach more uniquely qualified prospects than ever before.



PersonaBuilder

POWERFUL persona
creation tool



Results

Although the brand is in a category in which it is historically difficult to garner elevated engagement and excitement, Wiland and the brand's advertising agency were able to do just that. As a result of using Wiland-provided audiences in its digital and social media advertising, the brand has seen an **enormously positive change in consumer response** and behavior.

In a recent corporate social responsibility campaign across Twitter, Instagram, and Facebook, the brand enjoyed fantastic results, with overall post engagement reaching 7.41%, drastically higher than previous standards and benchmarks as noted in the 2018 Social Media Benchmark Report created by Rival IQ.

Facebook engagement rate of 7.64%
4,673% higher than 0.16% benchmark

Instagram engagement rate of 15.04%
769% higher than 1.73% benchmark

Twitter engagement rate of 6.38%
13,766% higher than 0.046% benchmark

These excellent results demonstrate the clear advantages of utilizing relevant, continuously refreshed data—**vast consumer spending signals, social media engagement data, and other information**—to create prospect and customer personas and audiences to drive superior results.

About Wiland

Wiland is the best predictor of consumer response. By applying advanced predictive analytics to the largest set of individual-level spending and interest-intensity signals, Wiland enables brands and their agencies to find people ready to spend with them immediately and to make repeat purchases at a high rate.

Since 2005, Wiland has assembled the brightest minds, the best modeling platforms, and the most comprehensive, detailed consumer spending data to create profitable connections between brands and their ideal customers.

In addition to its reputation as a data-driven marketing innovator, Wiland is also a company recognized for its culture of honesty, integrity, and transparency.

Contact us at info@wiland.com to learn more.

