

High-Performance Display Advertising

Drives Holiday Revenue

Company



“ Wiland’s co-targeting solution helped Priester’s Pecans expand into display advertising with great success. Supporting the brand’s catalog through digital media has meant impactful growth for Priester’s Pecans, a goal that Wiland has been instrumental in helping them achieve. ”

-Ron Moran

President
at Moran Direct, Inc.

Challenge

With a history of success in its established catalog program, Priester’s Pecans sought to **expand into digital display advertising to add incremental growth** to its customer base and **generate new, increased revenue**. Heading into the vital holiday gift-giving season, the brand turned to Wiland to work with its marketing consultant, Moran Direct, Inc., to help achieve these sales growth and customer acquisition goals **using targeted digital media and continuous campaign optimization**.

Solutions

Wiland launched a **Managed Display Campaign** for Priester’s Pecans that focused on using digital display to co-target both existing customers and new prospects, all of whom were also receiving the brand’s holiday catalog. These digital ads were deployed across a variety of platforms and devices, enabling Priester’s Pecans to reach and serve digital impressions to its most responsive prospects and customers simultaneously with its mailing efforts.



57-to-1 ROAS
for existing customer co-targeting



Background



Since 1935, Priester's Pecans has specialized in providing gourmet nuts, desserts, and gift baskets to corporations and gift-givers across the country. A handmade candy company with a prestigious history, Priester's Pecans offers a wide variety of old-fashioned, farm fresh gifts and candies through its thriving catalog business.

The company takes pride in supplying consumers with only the highest quality pecan treats and products along with exceptional customer service, which is exemplary of the charm and hospitality of the brand's Southern heritage.

Results

Priester's Pecans saw significant lift in engagement and response that exceeded its expectations as a result of Wiland's Managed Display Campaign. Wiland's proprietary matchback analysis demonstrated that the targeted online display ads had a powerful impact on both online and offline response over the duration of the campaign, driving a digital campaign Base Return on Ad Spend (ROAS) for existing customer co-targeting of over 57-to-1 and a campaign TrueROAS™ of 7.9-to-1.

Holiday 2018	Base ROAS	TrueROAS™
Co-Targeting: Existing Customers	57.23	15.59
Co-Targeting: Prospects	7.35	2.60
Campaign Totals	32.29	7.97

Wiland continues to partner with Moran Direct and Priester's Pecans to drive incremental sales for the brand. Based on the success of Wiland's Managed Display Campaign, the brand is also looking to use Wiland's high-performance marketing audiences in upcoming prospecting efforts.

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 goodness.

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