



Housefile Optimization

for Direct-to-Consumer Retailers

Proven Solutions for
Better Marketing ROI

One of the best ways to improve your campaign profitability is **Housefile Optimization**. Think of it as a way to get the maximum value out of your most powerful marketing asset—your customer data.

Housefile Optimization begins by recognizing that not all customers are of equal value to your brand. The next step is to analyze and group your customers into segments for optimal marketing investment. Retail brands that optimize their customer file and other owned files quickly see higher marketing ROI in their marketing campaigns.

The Power of Segmentation

Some of your customers are loyal, repeat buyers with excellent long-term value potential who are well worth ongoing marketing investment. Others are one-time, low-interest buyers whose activity level no longer justifies pursuing them with additional marketing dollars.

Between these cohorts are two other groups:

- 01 Inactive customers who might at first appear less than ideal but who could become high-value repeat buyers
- 02 Customers who might currently be found in a profitable RFM segment but who are highly unlikely to buy again

Distinguishing between the high-value and low-value customers within these two groups empowers you to understand your customers better and utilize your housefile more profitably.



Housefile Optimization is the affordable solution for increasing the profitability of every campaign.

Massive Data + Advanced Predictive Modeling = Better Segmentation

By combining Wiland's unmatched depth of consumer spending data—**the largest set of spending and interest-intensity data ever assembled**—with advanced machine learning, we'll give you increased visibility into your customers' future purchasing behaviors. We can then optimize your housefile in multiple ways, delivering better campaign performance and profitability.

Wiland Housefile Optimization Solutions



Complete Customer File Modeling

Analyzing your full customer file—and leveraging Wiland's massive spending data—we create models that determine how far back you can reach to find responsive names worth your marketing investment. Equally important, this process identifies customers in otherwise profitable segments who are unlikely to buy again and should be suppressed from future promotions.



Customer Reactivation

We identify the inactive customers on your file most likely to re-engage and provide high long-term value to your brand. To do this, we create prospect or customer reactivation models and apply them to either all of your previous buyers or only those not selected for promotion using your internal selection methodology.



Customer Suppression

We score all the individuals you plan to promote and identify the low-performing ones that make up the bottom segments—customers and prospects not likely to contribute to your campaign success. The suppressed group can be replaced with stronger reactivation or prospect audiences to improve campaign performance and profitability.



Cross-Brand and Non-Customer Optimization

If your company has multiple brands or titles, we use existing prospect models or build new ones to identify the best candidates for cross-promotion. We highlight your most profitable opportunities by analyzing all consumers across your brands or just those you would not have otherwise promoted.





Housefile Optimization Modeling is Free! You only pay when you use the modeled audiences in your campaigns.

Learn More. Get Started. Improve ROI.

Housefile Optimization is a game-changer for direct-to-consumer retail brands. It's affordable. It's powerful. And we make it easy to test and implement.

Contact us today at info@wiland.com.



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