



# Targeted Direct Mail Drives

## Subscription Box Success

### Challenge

The client, a fast-growing health, beauty, and lifestyle continuity mailer, was **seeking to expand its marketing efforts into direct mail**.

Having focused solely on digital display and email as its marketing channels, the brand sought to increase its subscriber base by reaching and converting new, high-response prospects with targeted offline messaging.

The brand turned to Wiland to provide data-driven, custom marketing audiences that would precisely target prospects with the highest likelihood of response and long-term value.

### Solutions

Working with the brand's agency, Wiland utilized sophisticated predictive analytics and modeling techniques to create a **brand-unique audience custom-tailored to identify the brand's most ideal prospects and drive the desired boost in subscriber acquisition**. This audience was built using three of Wiland's powerful proprietary models:

01

#### CLEAR Correlation™ Model

Leveraging the proprietary custom learning processes of Wiland's CLEAR™ modeling platform, this model analyzed recent new-to-file subscribers to the brand and detected relevant data interactions to identify large new audiences of highly responsive prospects.

02

#### Enhanced Best Subscriber Model

This model used the advanced machine learning of Wiland's Elastic Net platform to find consumers who most closely resemble the brand's best, highest-value subscribers. Identifying consumers who share transactional, demographic, and lifestyle characteristics with these core subscribers made these prospects excellent candidates to respond to the brand's offers.

03

#### Comprehensive Correlation Model

Using dozens of powerful variables and validation across multiple data sets, this model identified consumers who most closely resemble the brand's newest subscribers, leading to excellent performance.



This audience leveraged Wiland's exclusive, anonymized consumer spending insights from 10 million merchants. These insights are used to further enrich Wiland's vast spending and interest-intensity data, enabling activation of fully custom, ultra-responsive audiences across all channels, platforms, and devices.

## Results

Wiland's custom audience exceeded the client's expectations and represented a highly successful first foray into direct mail for the brand.

Wiland-provided prospects resulted in a **1.12% sales rate**, outperforming the campaign average and multiple other data sources used by the brand.

**1.12%**   
**SALES RATE**

Based on this success, the client and its agency continue to partner with Wiland to drive superior customer acquisition rates and strong long-term new customer value through the use of Wiland's highly responsive direct mail marketing audiences.

## 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](mailto:info@wiland.com) to learn more.

**Wiland**

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