



Find Your Best New Subscribers Now

High-Performance Marketing Audiences
for **Subscription Retail Brands**

Find

Accelerate Subscriber
Acquisition

Retain

Improve Subscriber
Retention

Reactivate

Win Back Lapsed
Subscribers

Optimize

Increase Marketing
Efficiency

The Key to Next-Level Growth: Data-Driven, Brand-Unique Audiences

Your best new subscribers are out there—the people who are ready to subscribe with 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 likely to immediately respond and subscribe. These audiences, custom-modeled for your brand and your offers, deliver more than just high response rates. They are engineered to identify positive renewal behavior, enabling you to acquire subscribers that produce excellent recurring revenue.



Wiland is the
best predictor
of subscriber
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:





Did You Know?

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

Find

Accelerate Subscriber Acquisition

By targeting your marketing to large universes of people who will subscribe with you today and renew at a high rate in the future, you can acquire the best new subscribers at a low cost per acquisition.

Retain

Improve Subscriber Retention

Using sophisticated predictive modeling, we can segment your subscriber file, enabling you to take the appropriate steps to engage high-value subscribers 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 subscribe 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 Subscribers

Your past subscribers can still play a key part in your future growth. We use AI-enabled predictive analytics to identify the high-value lapsed subscribers who are most likely to respond to your offers and renew.



Whether you need to grow fast, retain more of your current subscribers, increase existing subscriber 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?



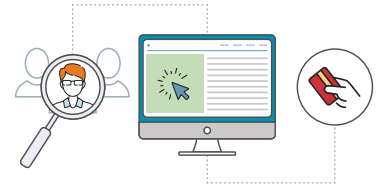
The Most Consumer Spending Signals

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've connected thousands of brands with their ideal audiences, enabling them to **achieve and exceed** their revenue and profit goals.

Ready to Take Revenue Growth to the Next Level?

Let's talk 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 or 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.