

Superior Enhancement Data Drives Business Growth

Company



“STIHL has been working with Wilander for several years to support a variety of key sales and marketing efforts. Wilander’s extensive consumer data and strong tool sets along with their team’s flexibility and collaboration have been vital to making those strategic initiatives successful.”

-Tom Scott
Vice President, Information Systems (CIO), STIHL, Inc.

Challenge

STIHL has a decades-long history of selling its products exclusively through a network of dealers. This distribution model has been highly successful, but resulted in limited data on its end users. To better support and further expand its dealer network to reach new markets, STIHL saw the need for fresh insights based on individual-level consumer spending data and other signals to inform marketing and merchandising decisions and fuel its next steps toward greater growth.

Solution

With the guidance of its data analytics consultant Tricision, Inc., STIHL turned to Wilander for a **Data Append** solution that would deliver greater understanding of its market potential across the country—specifically where to pursue profitable locations for new dealers. Wilander developed a **custom, geo-aggregated enhancement data package** that augmented STIHL’s existing customer and dealer data. The append data provided actionable insights that allowed the company to make more strategic decisions about new dealer locations and other market opportunities.



TRICISION



Background

STIHL

STIHL, Inc. is a top producer of professional and consumer outdoor power equipment. STIHL products are sold to a nationwide network of more than 10,000 dealers as well as worldwide to over 80 countries. STIHL is committed to designing and building high-quality, innovative products that define the future of the power equipment industry.



TRICISION

Tricision, Inc. is a leading marketing analytics firm that specializes in empowering marketers to maximize their objectives. Through its consulting resources, applications, and services to facilitate analysis-based marketing decisions, Tricision helps its clients achieve demonstrable ROI across a broad range of marketing activities and industries.

Outcome

Using the insights from Wilander's Data Append solution, STIHL was able to identify multiple regions in which to establish new dealers. These new dealer store locations were in regions that were sometimes unexpected, yet resulted in substantial new revenue.

“ Not only are we consistently impressed with the quality and depth of the Wilander View data, but also the team at Wilander which has a tremendous understanding of marketing and the consumer, is incredibly responsive and helpful, and has a willingness to work closely together to help our clients solve their most challenging problems. ”

-Josh Cox

Head of Analytics, Tricision, Inc

Wilander has become an integral partner in the STIHL success formula as the company seeks to expand its brand presence and increase its dealer sales. Wilander continues to collaborate closely with both STIHL and Tricision to create custom data solutions that drive business growth.

About Wilander

Wilander is a marketing data company that leading brands and their agencies trust to help them achieve their goals for profitable revenue growth and greater market share. Wilander's audience and data products are fueled by the largest set of consumer spending signals ever assembled and the most advanced, AI-enabled predictive modeling platform. By helping marketers analyze, enrich, scale, and activate their first-party data, Wilander enables them to make profitable data-driven marketing decisions and run high-performing campaigns that produce exceptional results.

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