Unlock Data-Driven Precision
Wiland and Snowflake Data Cloud

Unlock precise targeting and real-time insights with Wiland's data append solution on Snowflake, integrating predictive data to enhance marketing and drive customer engagement in a secure cloud environment.

Navigating Complex Consumer Data Challenges

Managing large volumes of consumer data is increasingly difficult for businesses seeking effective, data-driven marketing. Fragmented sources, outdated data, and difficulty identifying high-value prospects often lead to inefficient marketing spend and missed customer engagement opportunities. Optimizing efforts and making informed decisions are also a struggle without a solution that seamlessly integrates into a cloud environment.

The Solution: Wiland and Snowflake

Wiland has partnered with Snowflake to offer a connected app data append solution. This powerful integration provides businesses seamless access to over 3,000 consumer data elements—including 2,000 unique to Wiland—through the Snowflake Marketplace. By merging Wiland's predictive insights with Snowflake's scalable cloud infrastructure, businesses can efficiently enrich their consumer data, refine audience targeting, and optimize campaigns—all while maintaining complete control of their data and eliminating manual transfers.

Wiland's data append solution leverages advanced predictive analytics to help marketers anticipate customer behavior and personalize marketing efforts at scale. This powerful combination of data and intelligent analytics enables businesses to identify and engage high-value prospects, driving better results and maximizing ROI. Wiland's data append solution on Snowflake provides a comprehensive, cloud-based solution for boosting customer engagement and marketing performance.

Unmatched Benefits for Smarter, Data-Driven Marketing

Maximize your marketing impact with real-time insights, precise targeting, and seamless integration—all designed to elevate your business outcomes.

Real-Time Access to Consumer Insights: Gain immediate access to continuously updated consumer data, ensuring your marketing decisions are based on the most current information.

Predictive Analytics for Accurate Targeting: Leverage predictive models to forecast consumer behaviors, enabling more precise audience segmentation and higher conversion rates.

Seamless Integration with Snowflake: Easily integrate Wiland data into your existing Snowflake architecture, streamlining workflows and reducing the complexity of data management.

Comprehensive Data Coverage: Tap into a vast array of consumer data points, including demographics, purchasing behaviors, and life events, providing deeper insights into your audience.
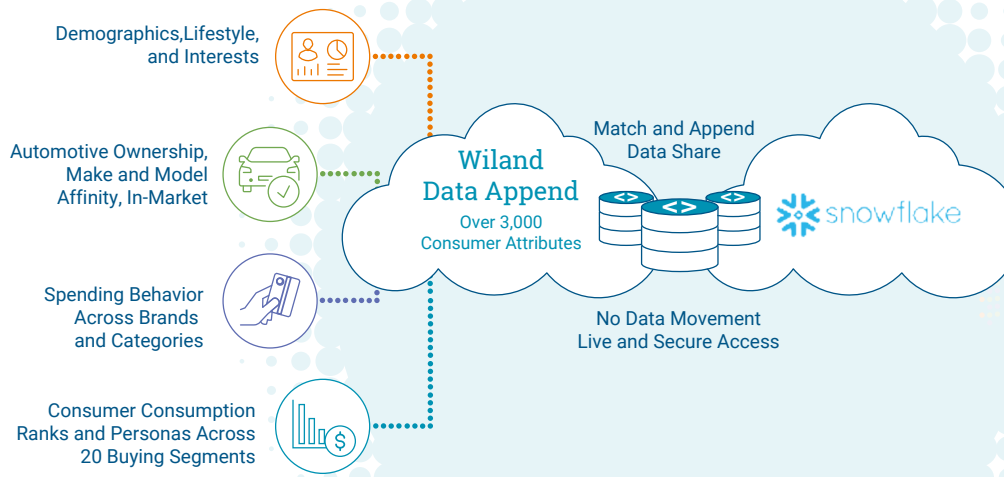
High Match Accuracy: Ensure better alignment between your customer data and Wiland's consumer insights, resulting in more effective targeting and engagement.

Optimized Marketing Spend: Focus your budget on high-propensity consumers, reducing wasted spend on low-value prospects and improving overall ROI.

Consumer Data

Demographics, Lifestyle, and Interests

Automotive Ownership, Make and Model Affinity, In-Market

Spending Behavior Across Brands and Categories

Consumer Consumption Ranks and Personas Across 20 Buying Segments

Wiland Data Append
Over 3,000 Consumer Attributes

Match and Append Data Share

No Data Movement Live and Secure Access

snowflake

Use Cases

Data Warehouse

Email Marketing

Personalized Ads

Customer Journey

CRM Enrichment

Audience Segmentation

Omnichannel Campaigns

Lead Scoring

Site Analysis

Boost Customer Treatment Outcomes by 3-10X

Exclusive Consumer Insights
Improved Engagement
Advanced Audience Segmentation

Campaign Precision
Personalization at Scale
Lead Enrichment

Channel Mix Optimization
Loyalty and Affinity
In-Market Journeys

Drive Smarter Marketing with Wiland's Data Append Solution

Together with Snowflake, Wiland's data append solution empowers you to make smarter, data-driven marketing decisions through real-time consumer insights and predictive analytics. With seamless cloud integration, robust data elements, and advanced predictive models, Wiland's data append solution helps you reduce wasted marketing spend, improve customer targeting, and drive meaningful engagement. Whether you want to enhance your audience segmentation or streamline data management, Wiland provides the precision and scalability needed to succeed in today's dynamic marketing landscape.

About Wiland, Inc.

Wiland, Inc. is the trusted marketing data and audiences company, helping brands and nonprofits drive revenue and reduce advertising waste. Powered by the largest set of individual-level spending signals, Wiland's AI-enabled platform delivers insights for more profitable marketing at scale across all channels. As an industry innovator, Wiland prioritizes consumer data ethics and privacy protection while fueling client success.

wiland.com

About Snowflake

Snowflake Marketplace is powered by Snowflake's ground-breaking cross-cloud technology, Snowgrid, to life, providing companies with direct access to raw data products and the ability to leverage data, data services, and apps that are Powered by Snowflake quickly, securely, and cost-effectively. Snowflake Marketplace simplifies data product discovery, access, and commercialization, enabling companies to unlock new revenue streams and extended insights across the AI Data Cloud.

snowflake.com

Wiland