



Advantage™

A quantum leap in response prediction technology

CLEAR Advantage™ offers a new approach to building high-volume, highly responsive acquisition audiences. It is **a quantum leap in response prediction technology.**

At Wiland, we are always pushing the limits of technology to produce better results for our clients. So we are excited to introduce a powerful new audience modeling platform. It is the culmination of a multi-million dollar investment in R&D and years of refinement. CLEAR Advantage™ offers you a response modeling solution that can significantly increase the number of new subscribers that result from your acquisition campaigns.

CLEAR Advantage™ analyzes myriad transactional data points and integrates hundreds of machine learning processes. It detects relevant interactions within the data in order to systematically construct custom, client-specific variables that predict prospect responsiveness. CLEAR Advantage™ has been thoroughly tested and found to produce large numbers of highly responsive prospects that other modeling solutions can

miss. We tested it in every industry we serve, and the result was universal improvement.

In addition to finding highly responsive new prospects, the CLEAR™ modeling platform has also proven to predict non-responsiveness with great precision. The result is a new level of marketing efficiency that reduces wasted marketing spend and drives improved campaign ROI.

CLEAR

By The Numbers

30,000^{hours}
R&D

\$ \$3,000,000
Investment in
Development

100 Client
Campaigns Tested

54 Use Case
Scenarios
Analyzed

28%

**Median Lift
in Response**

“The hard work and perseverance have paid off! CLEAR™ is showing amazing results. I can't wait for all our clients to begin benefitting from it.”

—Phil Wiland, President and
Chairman of Wiland, Inc.

What CLEAR Advantage™ Can Do For You

Increase Prospect Audience Volume

With CLEAR Advantage™ you can be selective about the prospects you promote, yet do so at large scale. CLEAR™ finds multiple subsets of highly responsive new names that other methods can miss.

Produce Better Initial Response

CLEAR Advantage™ optimizes marketing to achieve immediate response gains in acquisition campaigns. Extensive testing identified a 28% median lift at the top of CLEAR Advantage™ models compared to other modeling methods.

Maximize Long-Term Value of Newly Acquired Subscribers

CLEAR Advantage™ enables you to identify, reach, and begin building relationships with high-value subscribers who are more likely to renew and for years to come.

Improve Acquisition Marketing Efficiency

When tested against other modeling solutions, CLEAR Advantage™ identified up to an additional 24% in waste associated with non-responsive names that could be eliminated, thus reducing the cost of acquisition campaigns.

Enable Faster, More Accurate Depth Testing

CLEAR Advantage™ models pinpoint subsets of prospects which, in combination, form a large unified pool of names that can be depth tested to find the maximum number of profitable segments.

Evaluate Your Rented and Exchange Lists

CLEAR Advantage™ enables you to assess the quality of rented and exchange lists used in your acquisition efforts and optimize them for maximum response.

NEXT STEPS

1 TALK

to your Wiland representative and learn how CLEAR Advantage™ fits into your current acquisition strategy.

2 TEST

CLEAR Advantage™ immediately to see how it can optimize your upcoming promotions.

3 TELL

us how it performs. We want to work with you to perfect CLEAR Advantage™ and maximize its impact on your bottom line.



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