Custom Digital Audiences for Publishers

People-Based Marketing Deployable in All Channels

- Display
- Mobile
- Video
- Social
- Addressable TV

Wiland

DELIVERING THE FUTURE®

Precisely targeted audiences fueled by predictive analytics

Custom Digital Audiences

Custom Digital Audiences from Wiland enable publishers to reach their ideal prospects and subscribers with highly targeted, addressable display advertising. Custom Digital Audiences are created by leveraging the vast intelligence resources of the Wiland Database—a massive repository of first-party transaction data from thousands of brands. We use this powerful data in sophisticated predictive models to craft custom audiences uniquely configured for your brand to drive better response to your campaigns and promotions.

Superior Consumer Data + Predictive Analytics = Custom Modeled Audiences that Optimize Return on Ad Spend

Wiland custom audiences are superior to "off-the-shelf" segments available elsewhere. Rather than mere "look-alikes," we deliver precisely targeted audiences based on highly predictive consumer transaction data.

Custom Digital Audience Tiers

PLATINUM	GOLD	SILVER
Most Likely Subscribers	Somewhat Likely Subscribers	Potential Subscribers
Bid Higher to Win	Bid Lower/Test for Response	Bid Much Lower/Extend Reach

Custom Digital Audiences are segmented into three tiers, Platinum, Gold, and Silver, based on how every individual consumer scores in our modeling. **These distinct segments empower you to strategically optimize your programmatic budget** by bidding higher and with greater frequency for top-scoring prospects and subscribers, and bidding lower for those who score lower in the models. Audience targeting based on data that is truly predictive of response gives you the confidence that your advertising budget is being directed with the greatest potential for high Return on Ad Spend (ROAS).

Custom Digital Audiences are deployable across all channels and devices through more than 150 DSPs and advertising platforms, including Facebook, Pinterest, and others:

Data-Driven Publishers Need Better Data

While demographics and personas have important roles to play in audience development, transaction data is the single best indicator of actual response. That's because **the best predictor of future transactional behavior is past transactional behavior**. The result is the most accurate, most current perspective on U.S. subscribers available, and the most precise targeting of digital advertising possible.

Continuous Feeds of First-Party Transactional Data from Thousands of Clients in Multiple Industries
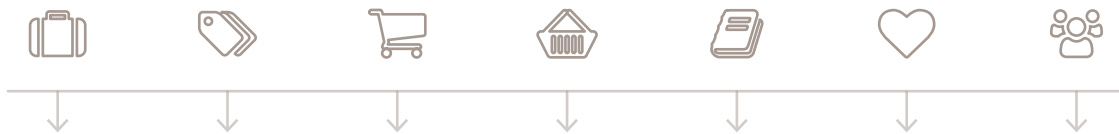
The Wiland Database
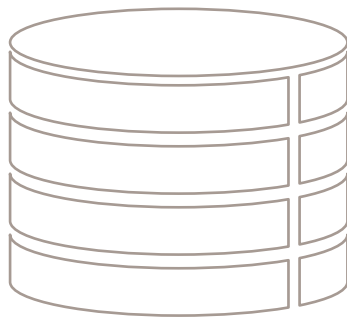
110,000,000 U.S. Households

245,000,000 Consumers

15,000,000,000 Consumer Transactions

$1,100,000,000,000+ Transaction Value

The Wiland Database is continuously refreshed with massive, detailed purchase data and intent signals from over 3,700 companies and organizations in multiple industries. It includes myriad data points on more than 245 million U.S. consumers and subscribers. By using this wealth of information, we are able to create Custom Digital Audiences uniquely configured for your brand. When display advertising audiences are built from data of this quality, you can be sure that you are investing your display advertising budgets wisely and will see impressive, measurable results.

Innovation in Response Prediction Technology™

Wiland is a leading provider of marketing audiences, marketing optimization, and business intelligence. We help marketers understand, identify, and reach their prospects and subscribers affordably and at large scale. As martech pioneers, we continue to push the limits of machine learning and sophisticated analytics to create predictive models that produce audiences of unrivaled quality.

> ...a leading provider of marketing audiences, marketing optimization, and business intelligence.

Fully-Managed Display Campaigns:
A Turnkey Solution to Drive Revenue and Engagement

Our fully-managed display campaigns are deployed through four customizable solutions. Serving static and rich media ad units across all major programmatic exchanges, and reaching all devices, we help our clients target their advertising precisely, measure results accurately, and validate the effectiveness of every campaign. Whether deployed individually or in combination, these four solutions provide you with a uniquely powerful, data-driven approach to display advertising.

Acquire New Subscribers

We provide end-to-end management of acquisition campaigns that reach highly responsive audiences, with an emphasis on subscribers who offer long-term value. We rigorously test to determine each audience segment's revenue potential, and then broaden audiences to maximize reach and drive first-time purchases.

Market to Current and Expired Subscribers

We find the individuals from client-owned audiences who are most likely to respond to a particular offer. We then serve relevant ads to these individuals wherever and whenever they go online. Different audience subsets—based on interest or scoring in our models—can be served customized creative to encourage additional subscription purchases or to drive engagement and reactivation of expired subscribers.

Retarget More Effectively

Wiland provides a refreshing level of precision, transparency, and accountability to retargeting. Our solution recognizes and differentiates between current subscribers, known prospects, and new site visitors, enabling you to target each group differently and bid accordingly. By using superior data and audience segmentation, Wiland retargeting outperforms the competition, often by wide margins.

Co-Target for Better Results

We improve our clients' success in multichannel campaigns by enabling them to reach their prospect and subscriber audiences with simultaneous digital and offline marketing. We equip them to integrate and synchronize these efforts, and then are able to measure the incremental lift in response, conversion, and revenue driven by such co-targeting campaigns.

Contact us today to learn more or schedule a test of Custom Digital Audiences or Fully-Managed Display Campaigns:

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