

# Intelligence-Driven Marketing Solutions for Publishing & Media



Responsive  
New Subscriber  
Audiences



ROI-Focused  
Marketing  
Optimization



Actionable  
Business  
Intelligence

# Highly Responsive Audiences to Cultivate Brand Loyalty

Today's **fast-evolving** publishing and media landscape demands marketing solutions fueled by superior intelligence. As publishers seek to grow and thrive, they must also work to adapt to the preferences of their subscribers while meeting the needs of their advertisers. Achieving this success requires building a **strong, loyal subscriber base that provides high long-term value** to your brand now and into the future. This is the success that Wiland marketing solutions deliver.

## Marketing Audiences

Whether you're looking to acquire new subscribers, optimize connections with existing subscribers, or reactivate lapsed subscribers, Wiland delivers **high-performing marketing audiences that produce excellent response rates in all channels**. Our predictive modeling and audience segmentation methodology focus on both initial response and high long-term value—**an approach that pays big dividends** on our clients' marketing investments immediately and for years down the road.

### What Makes Wiland Audiences So Effective?

While demographics and personas have important roles to play in audience creation, transaction data is most highly correlated to actual response. **The best predictor of future spending behavior is past spending behavior**. By analyzing independent variables that connect diverse transactional data points across multiple spending categories in the Wiland Cooperative Database, we use predictive modeling techniques to produce finely-tuned audiences unique to each client—audiences that demonstrate **remarkably high response rates**.

### Comprehensive Deployment Channels

Wiland custom-modeled marketing audiences are deployable in all channels, including:



Display



Mobile



Video



Social



Direct Mail



Addressable TV

## Marketing Optimization

At Wiland, we believe that marketing efforts should continually lead to better results—that every campaign can outperform the previous one. This commitment to deliver consistently superior results for our clients has led to the development of our marketing optimization solutions, including:



### Marketing Budget Optimization™

Marketing Budget Optimization uses **predictive analytics** to identify and remove low-performing names from prospecting efforts. We help you replace unresponsive names with better-performing ones to **meet and exceed your marketing objectives**. The cost-savings generated from this intelligence can be reallocated to fund campaigns across additional channels or go towards your bottom line for better ROI.

Equipped with **insights rooted in superior intelligence and sophisticated predictive analytics**, Wiland's marketing solutions empower you to:

- Affordably acquire new, high **long-term value subscribers**
- **Maximize subscriber engagement** at every lifecycle stage
- Reduce subscriber churn and **improve renewal rates**
- Win back **high-value lapsed subscribers**
- Optimize **marketing channel strategy**
- Reduce waste in **marketing spend**
- Gain a **comprehensive understanding of subscribers**

Achieving these objectives requires a qualified data partner—one that helps you make the most of your data and expands that perspective with further insights into your subscribers' total spending behavior across multiple categories.

...helps you make the most of your data and **expands that perspective**

As the trusted data partner of thousands of leading brands, Wiland delivers responsive **subscriber audiences** deployable in all channels, **marketing optimization** solutions that increase marketing efficiency, and **business intelligence** that informs better decision-making.



### Housefile Optimization Services

Wiland's housefile optimization services determine which subscribers in your housefile have the **greatest potential lifetime value**. This allows you to focus your marketing efforts and budget on the subscribers in your housefile **most likely to respond to your next promotion and become loyal, renewing subscribers**.

## Business Intelligence

The vast, detailed consumer data in the Wiland Cooperative Database is an unrivaled resource for business intelligence. As a result, we provide sophisticated data analysis and reporting to our clients on the trends and patterns that underlie their brands' performance. **Wiland Insights™ offers a powerful set of reports detailing proprietary intelligence on vital business metrics.**

Wiland Insights users can explore, visualize, and leverage their business data to understand their subscribers in ways never before possible. Wiland uses a brand's data to produce dozens of custom reports, many of which are further informed by the comparative perspective of the Wiland Cooperative Database. As a result, Wiland clients receive **exclusive access to proprietary benchmark reports** that show how their performance compares to similar brands in their category.

...Wiland Insights users can **explore, visualize, and leverage their business data** to understand their subscribers in ways never before possible.

A Wiland Insights subscription enables you to:

- **Increase retention** by understanding the traits of your long-term value subscribers
- **Benchmark retention rates, file growth, and other key metrics** versus peers in your category
- Determine the **macro trends shaping the industry**

Wiland Insights reports display data visually using charts and tables, making them easy to interpret and share in presentations. Reports are continuously updated and are available for viewing on-demand in the Wiland Client Gateway, a secure online portal. Wiland Insights is available exclusively to Wiland clients.



# The Wiland Cooperative Database

The Wiland Cooperative Database is the publishing industry's most powerful source of information on subscriber spending behavior. With **vast, detailed information on virtually every U.S. consumer**, the Wiland Cooperative Database fuels the predictive analytics that produce responsive marketing audiences for our clients. The Wiland Cooperative Database is also the powerful resource behind our Marketing Optimization and Business Intelligence solutions.

The Wiland Cooperative Database is built upon the cooperative database model, gathering massive amounts of continuously updated first-party data from thousands of brands. What makes it so unique is its **diversity of data and depth of detail**—down to the individual transaction and product level. It offers our clients perspective regarding the purchasing behaviors and preferences of their subscribers and prospects beyond just the transactions they are able to observe within their own data.



## About Wiland

Publishers and marketers in a wide range of industries rely on Wiland as their trusted partner to help them better understand their customers and fuel their brands' growth. Through **sophisticated predictive analytics**, Wiland leverages vast data resources to help its clients find new subscribers and optimize connections with existing ones.

...a company that is recognized for an unrelenting commitment to **delivering a better future**

In addition to its reputation as a technology innovator, the company is recognized for a culture of **honesty, integrity, goodness**, and an unrelenting commitment to delivering a better future for its clients.

Contact us at [info@wiland.com](mailto:info@wiland.com) to learn more and get started today!



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