



Wiland Insights™

Actionable Intelligence. Better Decisions.

If you're like most publishing companies, there are questions about your business that keep you up at night. Being able to answer them could help you chart the best path forward for your brand.

What if there were a tool that leveraged vast data assets to answer these questions and inform your best possible decision-making?

Wiland Insights is the business intelligence tool that helps publishers thrive—not merely survive—in today's ultra-competitive landscape. Informed by your data along with Wiland's vast, individual-level consumer spending and interest data, these reports are indispensable resources that give you a competitive edge to optimize decision-making and marketing performance.



Some of the questions that Wiland Insights reports can answer:

- » What are my subscribers' affinities and spending behaviors outside of my industry?
- » How does my active subscriber retention, first-time subscriber retention, subscription renewal source, and renewal rate stack up within my category?
- » What types of advertisers have the highest affinity with my active subscribers?
- » What are the macro trends shaping my industry?

Whether you're looking to capitalize on untapped revenue opportunities, formulate better budgeting strategies, prioritize your marketing programs, or achieve other goals, Wiland Insights can help you make the best marketing decisions for your brand.

Wiland Insights reports are available on the **Wiland Client Gateway**, an easy-to-use platform for viewing and analyzing your reports. With both **FREE Standard** reports as well as **Premium-level** reports available through a Wiland Insights subscription, you will have all the information needed to answer critical questions about your subscribers and industry.



Ready to Get Started?

Reach out today to your Wiland representative or email us at info@wiland.com to discover how our actionable business intelligence can work for you.