Find Your Best New Subscribers Now

High-Performance Marketing Audiences for **Publishing & Media Brands**

Find
Accelerate Subscriber Acquisition

Retain
Improve Subscriber Retention

Reactivate
Win Back Lapsed Subscribers

Optimize
Increase Marketing Efficiency

The Key to Finding Loyal Subscribers:
Data-Driven, Brand-Unique Audiences

Your best new subscribers are out there—the people who are ready to subscribe with you now and provide high long-term value in the future. And we can help you find them, wherever they are.

By applying advanced predictive analytics to our unique data assets—**the largest set of individual-level U.S. consumer spending and interest-intensity signals ever assembled**—we find large universes of people likely to immediately respond and subscribe. These audiences, custom-modeled for your brand and your offers, deliver more than just high response rates. They are engineered to identify positive renewal behavior, enabling you to acquire subscribers that produce excellent recurring revenue.

Wiland is the **best predictor** of subscriber response.

Multichannel Activation

We deliver your brand-unique audience to your DSP or platform of choice for activation across all addressable channels, platforms and devices, including:

| Display | Direct Mail | Social | Mobile | Video | Email | Addressable TV |

Did You Know?

Two channels are better than one! **Co-targeting**—reaching the same audience with both digital advertising and direct mail—is a proven solution for boosting results. Talk to us to learn about this powerful method of building brand awareness and driving revenue in your prospect and subscriber marketing campaigns.

Does your publication have an **e-commerce component?**

We will help you identify and reach the subscribers on your file most likely to purchase merchandise and services from your media brand.

Find
Accelerate Subscriber Acquisition
By targeting your marketing to large universes of people who will subscribe with you today and renew at a high rate in the future, you can acquire the best new subscribers at a low cost per acquisition.

Retain
Improve Subscriber Retention
Using sophisticated predictive modeling, we can segment your subscriber file, enabling you to take the appropriate steps to engage high-value subscribers at the right time to reduce their chances of becoming inactive.

Optimize
Increase Marketing Efficiency
We can analyze your subscriber and prospect files to predict which individuals are the least likely to subscribe so that you can omit them from your campaigns. You'll be equipped to hit your top-line revenue goals while reducing the cost of marketing, boosting your bottom line.

Reactivate
Win Back Lapsed Subscribers
Your past subscribers can still play a key part in your future growth. We use AI-enabled predictive analytics to identify the high-value lapsed subscribers who are most likely to respond to your offers and renew.

Whether you need to grow fast, retain more of your current subscribers, increase existing subscriber revenue, or reactivate the ones that have wandered off, we're here to help with proven, data-driven solutions.

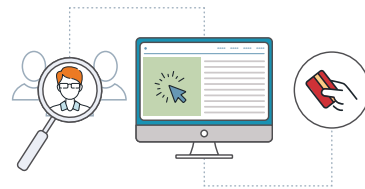# What Makes Wiland Audiences the Best?

The Most Consumer Spending Signals

Detailed, individual-level transaction data is the gold standard of consumer spending information. And we have more of these signals than anyone else.
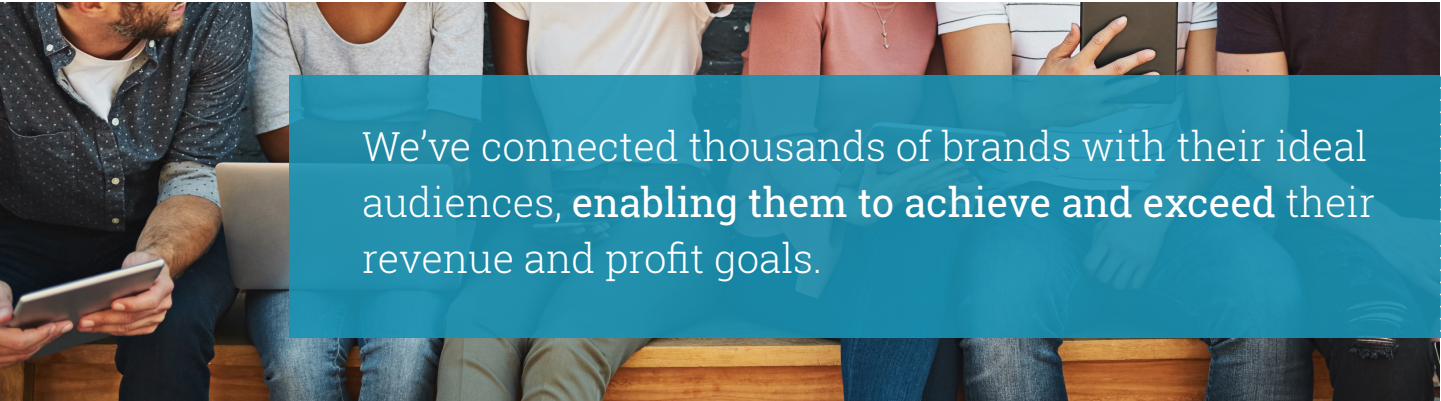
The Best Response Prediction Platform

Accurately predicting how people will spend their money is made possible with Wiland's proprietary, AI-driven response prediction platform.

The Fastest Path to Success

We make it super-easy to get started. We'll build your custom, brand-unique audience fast and quickly deliver it to your platform or DSP of choice.

We've connected thousands of brands with their ideal audiences, **enabling them to achieve and exceed** their revenue and profit goals.

Ready to Take Revenue Growth to the Next Level?

Let's talk about scheduling a test of an audience custom-modeled for your brand in one of your upcoming campaigns. We don't charge for custom modeling or audience creation. You pay only when you use the audience in your campaigns.

Contact us today at info@wiland.com to learn more and get started.

Wiland

Denver | New York | Washington, D.C. | Little Rock

wiland.com