# Data-Driven Reactivation Solutions for Publishing & Media

## Discover High-Value Subscribers Hiding in Plain Sight

**Reactivating high-value lapsed subscribers is crucial to your success.** But not all of your lapsed subscribers are equal, as they don't all have the same likelihood of re-engaging with your brand.

So how can you utilize your subscriber file to identify former subscribers ready to immediately respond? By leveraging **Wiland's proven Subscriber Reactivation solution.**

### Reactivation Drives Increased Revenue and ROI

By applying our advanced predictive modeling techniques to our vast data—**the largest set of individual-level spending and interest-intensity signals**—we identify the subscribers on your file who have the highest likelihood of reactivating based on their recent, relevant purchase activity elsewhere. Wiland's transaction-level insight into your inactive and one-time subscribers' total purchase behavior uniquely enables profitable reactivation efforts that produce additional revenue.

### What Makes Wiland's Subscriber Reactivation Solution Superior?

01 **Deeper, More Diverse Data**    02 **Better Predictive Analytics**    03 **New Incremental Names**

### Cross-Title & Non-Subscriber Optimization

Wiland can also highlight the additional revenue opportunities within your subscriber file. If your company has multiple brands or titles, we can use your existing prospect models or build new models to identify the best candidates for cross-promotion, analyzing the names across your brands or just those you would not have otherwise mailed.

**Ready to mine your file for the hidden-gem subscribers most likely to re-engage with your brand?**

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

**wiland**

wiland.com