



Your Most Accurate Media Targeting Starts Here

High-Performance Marketing Audiences from the Best Predictor of Consumer Response

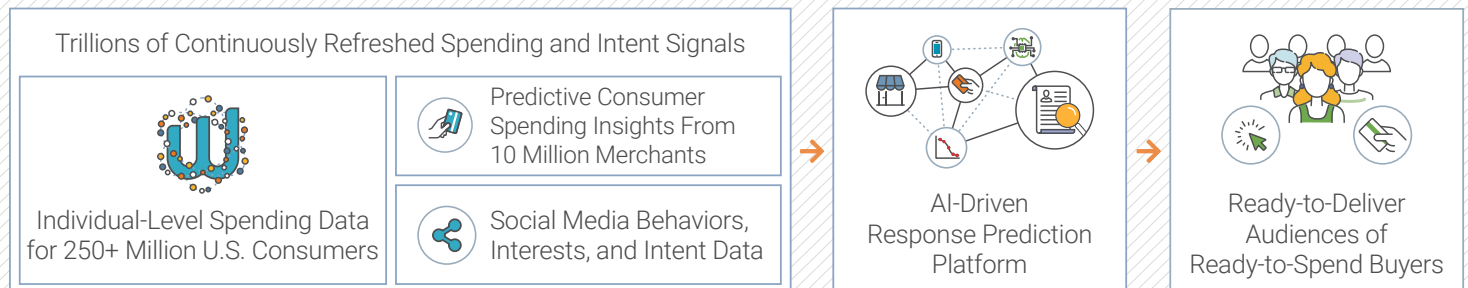
Targeting the consumers with the highest likelihood to engage with and buy from your brand gives you the competitive edge you need to bring your programmatic advertising to the next level. This is the unique advantage that Wiland Ultimate audiences provide.

The Best Data. The Best Audiences.

Wiland Ultimate audiences are powered by the largest set of individual-level U.S. consumer spending data ever assembled. Combining these unmatched data assets with advanced predictive analytics, Wiland enables brands and their agencies to reach people ready to spend with them now and to make repeat purchases at a high rate in the future.

- Acquire high-value new customers
- Reduce customer acquisition cost with better targeting
- Achieve superior Return on Ad Spend (ROAS)
- Boost the performance of multi-channel campaigns

Audiences Fueled by Data Available Nowhere Else





Ready-to-Deliver Audiences

Wiland Ultimate audiences reach the consumers who are in-market and likely to spend, or who have an affinity for engagement, in thousands of niche categories. They represent the widest selection of precisely targeted audiences available.

Audience Types Include:

- Intent to Buy
- Intent to Give
- Intent to Subscribe
- Likely Enthusiasts
- Likely Viewers
- Likely Life Stage
- Broad-Market Demographics

Categories Covered Include:

- Multichannel Retail
- Nonprofit
- CPG
- Direct to Consumer
- Publishing & Media
- Travel & Hospitality
- Entertainment & Leisure
- Automotive
- Financial Services & Insurance
- Home & Personal Services

Custom Audiences

Wiland also offers powerful, custom-modeled audiences to achieve your specific campaign objectives. Reach out today to ask about an audience tailored to your needs.



The Most Consumer Spending Signals



The Best Response Prediction Platform



The Fastest Path to Success

Multichannel Activation



Display



Mobile



Social



Video



Advanced TV

Ready to Activate?

Contact us today at info@wiland.com to see how our industry-best audiences can drive breakthrough results for your brand.