Too Much Data. Not Enough Insight.

Transforming data into actionable, predictive intelligence
The Good News: more data is being generated about consumer behavior than ever before.

The Bad News: more data is being generated about consumer behavior than ever before.
Travel marketers who find a way to harness this data and leverage it effectively will enjoy tremendous success in the form of:

- More targeted promotions
- Better customers
- Higher campaign ROI
- Stronger customer marketing
- More repeat sales
The Wiland Database

3 Types of DATA

01 Demographic
- Age, gender, income

02 Behavioral
- Sites visited, articles read

03 Transactional*
- Items purchased, product category
  *Predictive, represents commercial intent

Capacity
- Census Data
- Self Reported
- Household
- Area

Interest
- Survey Data
- Inferred Data
- Click Stream
- Household

Purchase Intent
- Transactional
- 1st Party Contributed
- Individual (PII)
- Household
The Wiland Database - At a Glance

Continuous Feeds of Data

Transaction Data
Actual Purchase, Subscription and Donation data from thousands of organizations

Enhancement Data
Demographic, Lifestyle, Interest & Social Media Data

The Wiland Database

Response Prediction Technology™

Precisely Targeted Marketing Audiences

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Continuous Feeds of Transactional Data from **Thousands** of Clients

**Travel & Hospitality**
**Multichannel Retail**
**Store Retail**
**Publishing**
**Nonprofit**
**Consumer Services**
**Additional Markets**

**Demographic, Lifestyle, Interest & Social Media**

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**The Wiland Database**

- **110,000,000** U.S. Households
- **235,000,000** Consumers
- **15,000,000,000** Consumer Transactions
- **$1,100,000,000,000+** Transaction Value

**Responsive Audiences**
**Optimized Connections**
**Actionable Intelligence**
**Powerful Insights**

**MULTICHLANDEL DELIVERY**
- Display • Mobile • Video • Social • Email • Direct Mail
Question...

How can data be leveraged to predict propensity for specific travel experiences?
Happy customers Kim and Jake just purchased an outdoor adventure.

Gary, the owner of the outdoor adventure company, enters Kim and Jake’s information into his customer database.

Gary securely transmits his customer transaction data to Wiland in a data feed every two weeks to be used for his business’s proprietary customer modeling.
1. The Wiland data team analyzes the outdoor adventure company’s data to discover the unique attributes that describe the ideal customer.

2. These characteristics are then compared to the 235 million consumers in the Wiland Database.

3. An algorithm-based model is created to identify the many prospects that are most likely to become future customers.

4. This model is then used to score and rank prospects for marketing purposes.
What Gary’s customers look like across the Wiland Database

Wiland Identifies Gary’s Ideal Customer Attributes

- High Average $ in Outdoor Apparel
- Recently purchased in Hiking & Climbing
- Subscribes to high end travel magazine
- Length of Residence in Home 2 Years
- High frequency of orders from Wiland’s Sporting Goods & Accessories category
- Net Worth $250K+

These qualities are used in an algorithm-based model applied across the Wiland Database to identify, score, and rank likely future customers.
Rather than wasting money on expensive mass marketing, Gary can precisely focus his company’s promotions using targeted display advertising and direct mail. He can market promotions to the consumers who the custom model developed by Wiland identifies as ideal customers.

The result?

• Lower marketing costs
• Better prospecting results
• Higher rate of closing deals

Then, as Gary contributes more transactional data every month, the model becomes even more accurate, and marketing becomes even more effective!
Custom prospect models can be uniquely configured to be identify the travel consumers most likely to respond to specific experiences and offers for such things as:

- Adventure Travel
- Spa Services
- Eco-Travel
- Romantic Getaways
- Golf Vacations
- Cruises
- Luxury Accommodations
- Timeshare Purchases
- Family Vacations...

...and hundreds of other travel and hospitality niches.
Housefile Scoring

Gary’s outdoor adventure company has collected *a lot* of data with hundreds of thousands of leads.

Which are worth pursuing?

Which are not?

Wiland Housefile Optimization scores, ranks and segments Gary’s housefile to give precise guidance on who best to invest marketing dollars to pursue, both online and off.
The Good News: All that data can be turned into insight!

With a data partner like Wiland, it can all be used in **people-based marketing** for amazingly targeted campaigns that produce a high return on investment!
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