Wealth Window™

An ALC Smart Data Solution

The Art of Living Wealthy

People of means are a moving target in a dynamic economy. Trappings of wealth are no longer conclusive or permanent. So how can you be certain that you are addressing the very prosperous?

ALC goes beyond traditional census data, geo-targeting, and demographics to identify the rich through their positions, possessions, and passions. We understand their behavior and what drives their actions. We keep up with the changing nature of wealth to uncover both obvious and elusive luxury market segments.

Valuable
Possessions

Unprecedented Views of Lavish Lifestyles

Luxury marketers cannot afford to rely on single-source home value, income, or response lists. Such methods of targeting wealth are not comprehensive and overlook a large percentage of the affluent population. Wealth Window presents the only resource of truly high net worth individuals (HNWIs) in the marketplace. Those who appear on our Wealth Window database have an abundance of valuable possessions and enjoy a first-class lifestyle with extremely high discretionary spending power.

Unique Access to High Net Worth Consumers

Wealth Window closely monitors the nation's top 3% wealthiest U.S. individuals. In all, they control 70% of the nation's wealth. Our wealth-certification team closely tracks multiple affluence indicators and investigates new and emerging benchmarks of real wealth. We then mine a proprietary combination of transactional, ownership, and membership data to continually update the Wealth Window database.

- Average net worth $3,100,000
- Average household income $250,000+
- 8,500,000+ millionaires

Customized Data Applications for Your Luxury Marketing Needs

- **True Omnichannel Marketing** – direct mail, email, phone, digital display, social, mobile, and addressable TV

- **Wealth Connections** – offering a better way to scale by appending friends, family, business associates, and neighbors – those people in an individual's sphere of influence

- **Custom Compilation** – crafting desired segments of data as needed

- **Data Installation** – file installation for internal prospecting and analytics

- **Enhancement** – append data elements to current customer or prospect file

- **Profiling** – identify common characteristics, behavior, and lifestyles among customers

- **PerfectMatch™ Modeling** – gain new insight about your customers and reach more just like them

For more information:
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Positions
of power

Power, Prestige & Influence

After more than 30 years of monitoring the most affluent segment of the population, we know how and where to uncover the HNWIs (high net worth individuals). It's not only where they live that's important for identifying what it is to be wealthy. It's also how they live that determines their true level of affluence.

• Many wealthy individuals do not live in the most affluent census tracts.
• Many affluent individuals do not have typical sources of income.
• Many people of means are not found in public directories.

Identifying Affluence Beyond Geography

Uncovering unique passions of wealth:
• Exclusive association memberships
• Luxury travel
• Golf & country club membership
• Major gift giving/philanthropy
• Gourmet food and wine appreciation
• Power spending
• Spending extra for green products
• Private equity investing

The wealthy self-identify through high value possessions:
• Private and fractional jet ownership
• Exotic automobiles and yachts
• Art and antiques
• Real estate holdings
• Upscale merchandise
• Diversified investment portfolios

High net worth individuals hold positions of power such as:
• Sought-after surgeons at top institutions
• Chairmen and women of the board
• C-level executives at Fortune 500 companies
• Entrepreneurs

More than 20 million Wealth Window consumers are now available at postal address. Over 5 million are available at email address.

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Access Your Wealthy Customers' Inner Circles

With great wealth comes many great things – exotic vacations, unique financial opportunities, important roles in charitable causes. They enjoy sharing their brand, travel, investment, and philanthropical experiences with their group of colleagues.

Now you can reach those within the social circles of your affluent, influential customers. They have likely heard good things about your brand and are primed to experience the same.

Wealth Window Connections

Powered by the LexisNexis data warehouse, Wealth Window identifies the most important people, or "connections," in the lives of your customers including:
• Friends
• Family
• Neighbors
• Business associates

We'll add up to 15 close affluent connections to each of your customers. Then you can mount multichannel marketing campaigns to capitalize on the fact that they have likely heard of your brand by word of mouth. This powerful peer-to-peer tactic can exponentially grow your audience.

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Marketing to the Wealthy is a Dynamic Endeavor

Many wealthy people exercise discretion regarding their affluence making them difficult to identify. However, ALC combines both real world and online data to present a vast digital audience of affluent individuals.

New media presents new opportunities to get in front of the wealthy. Advances in database marketing technology present new techniques to identify wealthy individuals and influentials you wouldn't even know existed. Wealth Window can keep you in front of HNW individuals wherever they go online.

High Class
Passions

Market with the Digital Touch

Research points to digital marketing as a major influencer of high end purchase activity. Brands that account for the "multifaceted nature of digital relationships also have a greater influence on their customers' purchasing decisions."*

Wealthy individuals rank among the most active web users – shopping, viewing content, socializing, and managing their finances online. Proven to view and recall digital ads more than other consumers, they have made digital display marketing the most effective advertising medium for driving online sales, interaction, and brand loyalty among the affluent.

Digital Wealth Marketing Solutions

Drawing from real-world, offline data, Wealth Window can serve relevant digital messaging to verified affluent audiences on any device – smart phones, tablets, computers, TVs.

Our solutions include:
• Data driven display across the web, Facebook, and Twitter
• Site retargeting
• Search retargeting
• Integrated multichannel campaigns

* Source: Futurewealth Report, *"The Digital Future of Client Relationships"*

Find More Wealthy Prospects Who...

• **Look Like Your Best Customers**
• **Want the Same Things as Your Best Customers**
• **Act Like Your Best Customers**

In ALC's Wealth Window, marketers have the ability to create revealing profiles of their customers. Drawing from asset, interest, and professional status information, ALC provides a level of accurate, detailed financial, lifestyle, professional, and household criteria unvailable elsewhere.

When matched to a customer file, Wealth Window unveils why certain segments constitute a marketer's most loyal customers. This lets you gain a better understanding of your audience, which helps cultivate deeper relationships and uncover new marketing opportunities.

Our profiling service allows marketers to reach validated, high net worth Wealth Window prospects who match your best customers based on specific, personal attributes.

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Wealth Window is data-rich with every possible type of wealth criteria including demographics and lifestyle factors for precision targeting. We're experts in connecting marketers with key wealth categories including Financial Services, Premium Real Estate, First Class Travel, Luxury Merchandise, and Philanthropy.

Wealth Market Segments

Accredited Investors
Financially-savvy, private investors with the capital to invest

Target by investment type, including:
• Angel
• Crowdfunding
• Real estate
• Retirement planning
• Hedge fund
• and many more

Luxury Travelers
Frequent travelers seeking exclusive travel experiences

Target by type of travel, including:
• Cruise
• Domestic
• International

Luxury Brand Buyers
Transactional data for markets that attract big spenders

Target by amount of annual discretionary spend:
• $10M - $50M
• $50M - $100M
• $100M+

Major Donors & Contributors
Successful affluentials who give to the causes they care about

Target by type and amount of donation:
• Cultural arts
• Environmental causes
• Health related causes
• Political causes
• Religious causes
• Annual donation:
  • $2,500 - $5,000
  • $5,000 - $10,000
  • $10,000 - $20,000
  • $20,000+

Wealth Indicator Segments

Net Worth
• Affluent consumers with a net worth ranging from $500M to $20MM+

Household Income
• Wealthy consumers with a household income between $100M and $500M+

Home Value
• Affluent consumers with a luxury home valued between $350M and $20MM+
• Multiple homeowners

Investable Assets
• Wealthy consumers with investable assets between $250M and $10MM+

Affluent Lifestyle Segments

Interests
• Avid photographers
• Business & financial Publications readers
• Cultural arts devotees
• Fine arts & antiques buyers
• Golf lovers
• Green affluents
• Home décor enthusiasts
• Luxury automobile owners
• Premium credit card holders
• Private & fractional jet owners

Political
• Democrat
• Republican
• Independent
• Libertarian
• Green
• Politically conservative TV watchers
• Politically liberal TV watchers
• Active military
• Veterans

Demographics
• Age
• Gender
• Marital status
• Presence/age of children
• Ethnicity
• Religious affiliation

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