



Wealth Window™

An ALC Smart Data Solution



Wealth Window Connections Luxury Travel Case Study

Client

Marketer of around-the-world expeditions with travel packages ranging from \$10M-\$70M.

Objective

Identify new, qualified and responsive prospects for this high-end travel product.

Strategy

Based on the same principles that drive Social Media marketing, current customers who had a positive travel experience are likely to share their experiences with family, friends, neighbors and business associates. We deployed **Wealth Window Connections** to match existing customers with those in their sphere of influence.

Wealth Window Connections offers the ability to target a customer's personal connections based on individual attributes. By providing only those connections that met specified wealth criteria, we insured that all new prospects possessed all of the target audience requirements.

The travel mailer included a segment of the new **Wealth Window Connections** prospects in their acquisition mailing, merging and purging it with both house and other third party lists.

Evaluation Criteria

- Universe of new prospects identified
- Number of unique records
- Response rate
- Revenue generated

Results

Passing the mailer's current client file through **Wealth Window Connections** resulted in a **new prospect universe that was 5X the size of the input file**, with 83% unique names after the merge. These new names indexed above average in terms of response rate as well as average cost per travel package.

The client's **Wealth Window Connections** segment resulted in **revenue that was 200X that of the initial data investment.**

Conclusion

For this luxury travel company **Wealth Window Connections** has proven to be an exciting resource of unique prospects who are high-ticket purchasers. The client will continue to utilize **Wealth Window Connections** in future mailings.

The Power of LexisNexis

Targeting people in the sphere of influence of your customers is a great way to identify new prospects. Powered by LexisNexis, the premier aggregator of consumer public record information in the U.S., **Wealth Window Connections** lets marketers mine their own data to uncover a new, unique universe of highly responsive prospects. Up to 12 connections are identified as influential persons in an individual's life. Connections can be segmented by family vs. non-family, and refined by age, income and gender.

Your Portal to America's 1%

ALC Can Put Wealth Window Connections to Work for You

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