



# Wealth Window™

An ALC Smart Data Solution



## Digital Access to the Wealthiest 1%

### Grow Luxury Brands Online

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.

As the most difficult audience to reach via traditional media, affluents are the heaviest users of digital media and actually prefer ad-supported content vs. paying for access to ad-free content. Nearly two-thirds take action based on digital ads. Wealth Window Digital serves 100% of online ad impressions to known affluent consumers on ad-supported websites including the top one-percenters.

Through Wealth Window Digital, luxury marketers can now serve relevant content digitally to the very wealthy based on their offline characteristics whenever and wherever they go on the web.

Wealth Window Digital allows advertisers to serve branding and direct response ads to affluent consumers browsing the web for any reason at any time. Those who click through can be retargeted with offers to bring them back to a website after they have visited, but did not act.

### Multi-Screen & Multichannel

Getting in front of the wealthy is not easy, but digitized and mobile-ready, Wealth Window can serve relevant marketing to affluent consumers using any device – smart phones, tablets, computers, TVs. You can also support digital display with Wealth Window's postal and email addresses for an integrated approach that has proven to boost results.

### Penetrate Key Areas of Wealth

- **First Class Travelers**
- **Aircraft, Yacht & Luxury Auto Owners**
- **Philanthropists**
- **Conservative Thinkers**
- **Progressive Thinkers**
- **Affluent Investors**

### The Perfect Resource to...

- ***Craft relevant messaging and imaging*** that resonates with the personalities of your audience and inspires action.
- ***Eliminate 90% of the waste*** associated with traditional digital advertising that deploys a shotgun broadcast approach.
- ***Expand your targetable universe*** of potential customers with Wealth Connections look-alike prospects – neighbors, friends, family and colleagues.
- ***Increase click-through rates*** well over traditional display campaigns that place ads website-by-website, not by individual online user attributes used to identify them on whatever websites they happen to visit.
- ***Realize up to 5 times the ROI*** on incremental marketing spend when integrated with direct mail or other traditional media channels.

### Wealth Window Digital Services

- **Data Driven Display**
- **Site Retargeting**
- **Search Retargeting**
- **Integrated Multichannel Campaigns**

### Your Portal to America's 1%

**For More Information, Please Contact:**

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## Offline Data that Drives Digital Results

### Reaching the Very, Very Wealthy

The top 1% of Americans hold 40% of all wealth in the country, with a net worth of 288 times the average household. Wealth Window, the premier database of the most affluent and influential individuals in the U.S., presents multichannel marketing access to this lucrative audience – postal, email, telemarketing, mobile and digital – that provides both scale and precision targeting.

### The Wealth Window Advantage

Inclusion in Wealth Window is based on individual characteristics in three primary areas that demonstrate power, influence and affluence:

- **Positions** – including C-level executives of large corporations, high-earning professionals, celebrities and public figures
- **Possessions** – owners of private jets and yachts, collectors of luxury cars, valuable antiques and more
- **Passions** – lifestyles that only the rich can afford such as world travel, exclusive country club memberships and participation in high-end hobbies

Only individuals within the nation's top 1% comprise Wealth Window. We match them to an addressable online audience pool that allows marketers to serve digital display ads on the sites they visit and by the search terms they use.

### Unique, Validated Data Sources

Wealth Window draws from more than 40 data sources, many of which are proprietary to ALC and not included in competitive databases. We rigorously vet each source and constantly search for new ones that meet our strict quality standards. We also monitor trends among the wealthy to ensure that we are capturing emerging sectors.

Other data products attempting to deliver only the very wealthy rely on modeled offline data or online one dimensional information that is unreliable.

An independent analysis of the Wealth Window database by a leading financial services consulting firm, shows that Wealth Window scores significantly higher on every key metric when indexed against the total U.S. population.

### Wealth Window Indexes at an Impressive...

- **657** for Net Assets of \$5,000,000+
- **656** for Investable Balances of \$1,000,000+
- **621** for Investable Assets of \$1,000,000+
- **485** for Household Deposits of \$50,000+

### Proven Performance

Wealth Window has been the go-to audience for upscale direct marketers for over 30 years serving key luxury markets including Travel, Financial Services, Real Estate, Luxury Goods and Philanthropy. The success that such marketers as AIG Private Client Group, Chase, Citi, Coldwell Banker, Exclusive Resorts, National Geographic and The Ritz Carlton have with Wealth Window speaks volumes about its effectiveness.

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## Digital Audience Segments

### Audience Description

Wealth Window opens a portal to affluent individuals with exceptional taste for the finest life has to offer and the discretionary income to experience it all. This is your perfect high net worth audience for luxury brands, travel, philanthropy, real estate and financial services.

### Data Sources

- ALC Wealth Window Database
- LexisNexis
- Yacht & Aircraft Registrations
- Association/Club Memberships
- Purchase Histories

### Sample Data Attributes

- Net Worth
- Corporate Affiliations
- Home Ownership
- Nonprofit Support
- Political Party Affiliation
- Family Status
- Life Events
- Demographics
- Automobile Ownership

### Wealth Window Digital Universe 31,500,000 Total

#### Wealth Window High Net Worth Consumers

- Net Worth \$500,000+
- Net Worth \$1,000,000+
- Net Worth \$2,000,000+
- Net Worth \$5,000,000+

#### Wealth Window Luxury Home Owners

- Home Value \$500,000+
- Home Value \$750,000+
- Home Value \$1,000,000+

#### Wealth Window Investors

- Accredited Investors
- Investors by Type

#### Wealth Window Luxury Auto Owners

- Luxury Automobile Owners
- Multiple Luxury Automobile Owners

#### Wealth Window Donors

- Donors to Health Causes
- Donors to Environmental Causes
- Donors to Political Causes
- Donors to Religious Causes
- Donors to Cultural Arts Causes

#### Wealth Window Luxury Travelers

- Cruise Traveler
- Domestic Travelers
- International Travelers

#### Wealth Window Gourmands

#### Wealth Window Home Decorators

#### Wealth Window Social Media Influencers

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