



Wealth Window™

An ALC Smart Data Solution



Wealth Window Email Performance+

Email the Wealthy... But Ask Permission First

We're pleased to report that wealthy consumers are very receptive to email marketing. We also know they respond far better if asked for their permission to allow email messaging.

These findings are based on the ALC Wealth Window Email Performance+ Program, which takes the extra first step of "permissioning" to ensure that your message is well-received by the wealthy.

Here's How it Works

ALC will email Wealth Window affluent consumers on your behalf requesting their permission to receive relevant email messages. The resulting pre-screened audiences prove much more responsive than non-permissioned campaigns because your email relationship got off on the right foot.

ALC Wealth Window Email Performance+ is setting the standard for best practices in email marketing to the Wealthy. Contact us to put the **Plus** into your email campaign **Performance**.

Success Stories

The new Wealth Window Performance+ Program is tested and proven effective in the luxury space. Many marketers already consider this strategy one of their best kept secrets.

Boost Email Results through:

- A unique affluent audience built on positions, possessions & proclivities
- 1-year unlimited use of permissioned addresses
- Targeted segment recommendations
- Consultative services on creative & email best practices
- Full report of all respondents to email campaign for follow-up
- Free matching postal records – we're so confident that a multi-channel approach will work that we provide concurrent postal records at no charge

Key Upscale Markets Responsive to Permissioned Email

ALC Wealth Window includes transaction data that identify individuals most likely to grant you permission to contact them via email with relevant offers.

- Luxury Travelers
- Real Estate, Accredited Investors
- Business Executives & Professionals at Home
- Upscale Merchandise Buyers
- Prosperous Professionals
- Wealthy Donors
- African American, Hispanic

Your Portal to America's 1%

For More Information, Please Contact:

Emily Briody, Vice President, Wealth Window
Phone 609-580-2971 • Email emily.briody@alc.com
www.alcwealthwindow.com

