



**Wealth Window™**  
An ALC Smart Data Solution

## Profiles of Customer Wealth

### Gain Deep Insights about your Current Customers you Won't Find Elsewhere

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 unavailable elsewhere. This data is available to establish profiles of your customers and identify those just like them on Wealth Window.

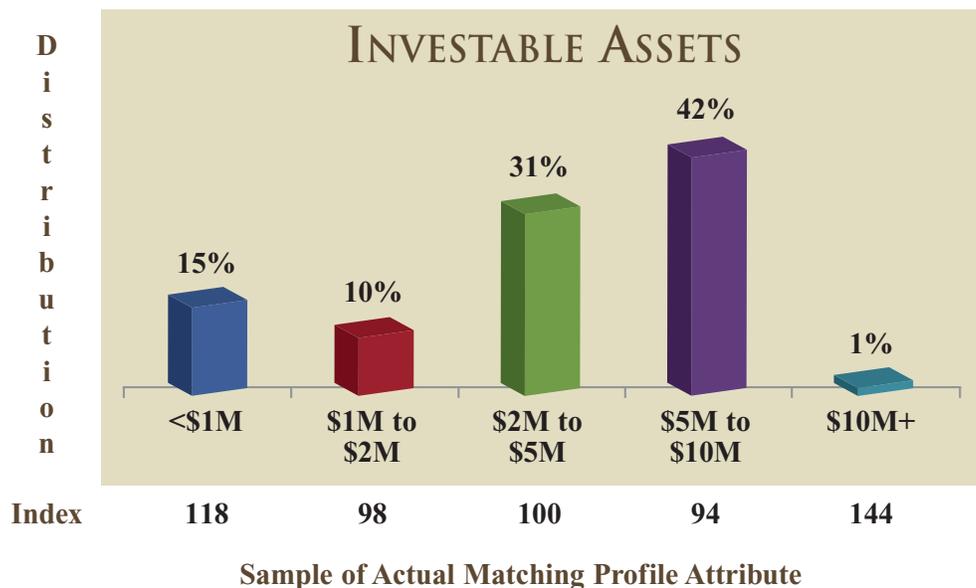
When matched to a customer file, Wealth Window consumer data unveils why certain segments constitute a marketer's top customers. This lets you gain a better understanding of customer profiles, which helps cultivate deeper relationships and uncover new marketing opportunities.

### Profiles Allow Marketers to:

- Understand who your current customers are to develop relevant, targeted campaigns for upsell and retention.
- Reach validated, high-net worth Wealth Window prospects who match your best customers based on specific, personal attributes.

### Wealth Window Profiles Illustrate the Attributes of your Best Customers.

For example, the graph below illustrates that for one client, their best customers control a portfolio of investable assets of between \$5,000,000-\$10,000,000. The marketer then successfully targeted that attribute in campaigns direct to the Wealth Window audience.



Based on the index, Wealth Window is able to provide a sizable audience of prospects with a similar amount of investable assets. Profiles can be established for any of numerous data attributes detailed on following page.



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# Model Customers of Means

## Find More Prospects Who Look Like your Best Customers

ALC will work with you to develop models that can identify valuable segments of prospects within Wealth Window that closely resemble your customers and therefore, most likely to act like them.

To build the predictive model, you supply a sample of your best customers, which we then match to the Wealth Window database. The “matches” are analyzed and used to identify more prospects most likely to respond just like them. The result is a new, productive universe of prospects based on common attributes.

ALC evaluates hundreds of data attributes to establish customer profiles and build predictive models including:

### Wealth

- Net Worth
- Household Income
- Investable Assets
- Accredited Investor
- Investments by Type
- Power Spender
- Home Value
- Multiple Homeownership

### Demographics

- Age
- Gender
- Marital Status
- Presence/Age of Children
- Education
- Ethnicity
- Religion
- Political Affiliation

### Business

- Profession by Type/Title
- Member of Board of Directors
- Fortune Executive
- Avid Business & Financial Publication Reader

## Wealth Window Models:

- Increase the profitability of acquisition campaigns
- Build audience through a larger prospecting universe
- Gain valuable and actionable insight into your customers
- Customize offers appropriate to newly identified audiences and segments within them

Modeling customers is an ongoing process, whereby marketers continually acquire new customers, learn who they are and see what leads them to take action.

### Lifestyle

- Ardent Photographer
- Attends Cultural Events
- Avid Golfer
- Contributor by Type
- Green Affluent
- Home Décor/Design
- Luxury Automobile Owner
- Private/Fractional Jet Owner
- Social Media Influencer
- Wine & Gourmet Connoisseur
- Yacht Owner

Wealth Window is built on actual individual-level data that provides a clear financial picture of your audience along with knowledge of their positions, possessions and proclivities.

Your Portal to America’s 1%

**To Discuss Building Wealth Profiles of your Customers, Please Contact:**

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