



Wealth Window™

An ALC Smart Data Solution



Wealth Window Connections

Uncover New Prospects through your Customers' Friends, Family, Neighbors and Business Associates

Happy customers, travelers and donors like to share their satisfaction with others, which is particularly true in the upscale market sectors. And where you have one loyal customer, we can help you find more.

Powered by LexisNexis, Wealth Window Connections identifies the important people in your customers' social circles. This allows you to contact the most influential connections in the lives of each of your customers.*

Reach the Right Connections

Wealth Connections give you the ability to target the primary individuals in your customer's lives based on individual attributes. By providing only those connections that meet specific wealth criteria, we ensure that these new prospects possess all of your target audience requirements.

Who Should Connect?

All marketers and fundraisers seeking high income responders will benefit by contacting the connections of their current audience base including:

- Luxury Travel Services – Affluent world travelers enjoy telling their adventure stories and encourage others to go where they've gone or join in as travel companions.
- High-Dollar Nonprofits – Wealthy donors are on a mission to spread their passion for the causes they support and seek to bring others onboard.
- Investment Opportunity Companies – Investors talk about their investment success stories and influence others to join in their gains.
- Upscale Merchandise Marketers – Affluent consumers of luxury products and services like to share their product satisfaction with friends, family, and business associates. Refine their connections to only those who meet specified wealth criteria.

Connections Data Includes:

- Name & Address
- Household Income
- Net Worth
- Gender & Exact Age
- Marital Status
- Number of Persons in Household
- Number & Age of Children
- Length of Residence
- Multiple Home Owner
- Travel Preferences
- Phone where available
- Connection Relationship (Friend, Family Member Neighbor or Business Associate)

* Up to 12 connections available per base record

Your Portal to America's 1%

For More Information, Please Contact:

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