

WEALTH WINDOW™

YOUR PORTAL TO THE TRULY PROSPEROUS

UNCOVER NEW PROSPECTS THROUGH YOUR CUSTOMERS' FRIENDS, FAMILY 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, Link2Me Wealth 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.*

Link2Me Wealth Connections



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.

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**

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.
- **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.

** Up to 12 connections available per base record*

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Case Study #23

MARKET:
LUXURY TRAVEL

LINK2ME SOLUTION:
WEALTH CONNECTIONS

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, and business associates. We deployed **Link2Me Wealth Connections** to match existing customers with those in their sphere of influence.

Link2Me Wealth 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 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 **Link2Me Wealth 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 **Link2Me Wealth Connections** segment resulted in **revenue that was 200X that of the initial data investment**.

CONCLUSION

For this luxury travel company **Link2Me Wealth Connections** has proven to be an exciting resource of unique prospects who are high-ticket purchasers. The client will continue to utilize **Link2Me Wealth Connections** in future mailings.

THE POWER OF LEXISNEXIS

Targeting people in the sphere of influence of those individuals who are current good customers is an effective way to identify new prospects. Powered by the LexisNexis database, **Link2Me Wealth Connections** lets clients mine their own data to uncover a new, unique universe of highly responsive prospects.