

WEALTH WINDOW™

YOUR PORTAL TO AMERICA'S 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.

Individuals identified on the offline Wealth Window database are matched to an anonymous, addressable online audience pool that allows marketers to reach them on the sites they visit and by search terms they use. Wealth Window Digital serves 100 percent of online ad impressions to known affluent consumers 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 demand-generation ads to affluent consumers browsing the web for any reason at any time. They can also be identified by selected keywords they are using while actively searching for specific products and services. Those who click through can be retargeted with offers to bring them back to a website after they have visited, but did not act.

For more information please contact:

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DIGITAL ACCESS TO THE WEALTHIEST 1%



MULTI-SCREEN & MULTICHANNEL

Digitized and mobile-ready, Wealth Window offers the ability to serve relevant marketing to wealthy consumers using any device — smart phones, tablets, computers, TVs. You can coordinate the timing of your digital campaigns 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 Window look-alike prospects.
- **Increase click-through rates** well over traditional display campaigns that place ads according to website content, not by individual online user attributes and search terms used to find content.
- **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 INCLUDE:

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



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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 this 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
- **Proclivities** – lifestyles that only the rich can afford such as world travel, exclusive country club memberships, and participation in 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.

* Source: Investopedia

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 the 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 Chartis, 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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