



# Press Release

## Ipsos Affluent Intelligence announces the release of Ipsos Affluent Digital Audiences

**Brands, publishers and media agencies can now target influential audiences identified by the preeminent study of affluent Americans.**

**New York, NY, April 18, 2018** — For over forty years, Ipsos Affluent Intelligence has been the preeminent authority on affluent American consumers. IAI's continuously fielded Affluent Survey is the longest running, most widely used study of consumers with household income over \$125,000. The survey offers an unparalleled view into affluent attitudes, preferences, brand ownership, media habits and purchase intentions – including insights about "[Affluencers](#)", the affluent influencers who are driving growth and evolution of all categories. Marketers and publishers leverage IAI's data to develop product strategies, brand experiences, content, messaging and media strategies.

Now, in addition to providing insights into Affluents, IAI has announced the availability of IAI's gold-standard data to reach these high-value audiences for digital campaign activation across the digital ecosystem.

"It was a natural fit for us. We have always helped our partners define, profile and develop understanding of influential target audiences with our data. These Digital Audiences allow us to move beyond providing insights for clients, and help them actually reach and engage them via advertising. Talk about making research actionable," said Michael Baer, SVP, Managing Director at IAI.

The new audience segments provide access to hard-to-find affluent consumers, including C-Suite, affluent influencers ("Affluencers"), and category intenders who plan purchases in the next twelve months. Ipsos Digital Audiences are available in most DMPs, DSPs, ad servers, and exchanges. Custom-built audiences are also available—all based on data you know and from a name you trust.

Along with the gold standard data that Ipsos is known for, Ipsos Affluent Digital Audiences are based on a combination of deterministic data, past behavior and/or future purchase intent. Some examples of audience segments available immediately are:

- Ipsos Affluent Influencers in the following categories:
  - Auto
  - Travel
  - Financial Services
  - Beauty
  - Home Décor & Remodeling
  - Alcoholic Beverages
  - Home Computer & Electronics
  - Tech
  - Entertainment
  - Insurance
  - Apparel

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- Ipsos Affluent In-Market Purchase Intenders
  - Watches/Jewelry
  - Financial advice
- Ipsos Affluent High Net Worth: \$1MM, \$2.5MM, & \$5MM+
- Ipsos Affluent B2B: C-Suite, CMO, CFO, Financial Advisors,
- Ipsos Affluent B2B: IT Decision Makers, Government/Political Professionals, Healthcare/Hospital Executives

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### About Ipsos Affluent Intelligence

At Ipsos Affluent Intelligence, our goal is to deliver data and insights that help our clients prepare for, adapt to and leverage change. For over 40 years, we've been fielding the premier survey of America's affluent market—and we've identified a segment of consumers with household incomes over \$125K that is often the first to adopt new technologies, products and services. We call this group "Affluencers." These are the early adopters who blaze new paths—and the influencers who lead the rest of us forward. They spend more, adopt earlier and recommend often. We believe that any marketer seeking growth amid industry and technological change must understand and engage with this audience.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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