



IPSOS AFFLUENT INTELLIGENCE: AFFLUENT PROFILER

GET TO KNOW THE AFFLUENTS YOU WANT TO REACH

An ideal tool for marketers who want a better understanding of their affluent targets, potential audiences and/ or competitive targets.

The Affluent Profiler harnesses the power of the Ipsos Affluent Survey to deliver insights in a quick, efficient, semi-customized report. It's a great value for a wealth of essential data, including:

Market Sizing 	Demographics 	Geographic Regions 	Attitudes and Behavior
Affluencers Across Categories <i>(Influential/Advice Givers)</i> 	Spending Power Across Categories 	Leisure and Entertainment Activities 	Media Behavior

SPECIFICS

Include Up to Three Customized Targets Specific to the Marketer's Needs
(e.g., target market, own brand, competitive brand, etc.)

Deliverables – PowerPoint Including Summarized Insights

Cost: 15K

OPTIONAL

- Upgrade to a full Ipsos Affluent Survey subscription (\$3,500 savings applied to the subscription)
- Customized analysis, white papers and presentations
- Conduct custom re-contact research using the Ipsos Affluent Survey
- Precise targeting of the desired affluent group
- Ability to link responses from the custom survey to the extensive content in the Ipsos Affluent Survey
- Saves “real estate” in the custom questionnaire for content highly specific to your project needs

For more information:

Contact your Ipsos Client Service Representative, Or:

ipsosAffluentIntelligence@ipsos.com

