



IPSOS AFFLUENT INTELLIGENCE: AFFLUENT DIGITAL AUDIENCES

THE EXPERTS ON AFFLUENT CONSUMERS

For over 40 years, Ipsos Affluent Intelligence has been the preeminent authority on affluent American consumers. Our continuously fielded Affluent Survey is the most widely-used, longest-running study of consumers with HHIs over \$125,000. Our survey gives us an unparalleled view into affluent attitudes, preferences, media habits and purchase behavior. Marketers and publishers leverage our data to define influential, powerful audiences—and develop effective messaging and media strategies. Now IAI data can be used to reach affluent audiences digitally.

HARD TO REACH AUDIENCES FROM A TRUSTED SOURCE

Through our partnership with Acxiom/LiveRamp, IAI offers hard to find affluent segments including C-Suite, affluent influencers (Affluencers), and consumers who plan category purchases in the next twelve months. You'll be able to reach influential, receptive audiences who are ready to take action. 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.

IPSOS AFFLUENT DIGITAL AUDIENCES

Along with the gold standard data that Ipsos is known for, Ipsos Affluent Digital Audiences are based on deterministic data, past behavior and/or future purchase intent.

SUPER AFFLUENT

High Net Worth (\$1MM+, \$2.5MM+ and \$5MM+)
Liquid Assets at Various Levels (\$500K, \$1MM+, \$2MM+)

C-SUITE AND B2B

Top Management
C-Suite
CEO (Chief Executive Officer)
CFO (Chief Financial Officer)
CIO (Chief Information Officer)
CMO (Chief Marketing Officer)
COO (Chief Operating Officer)
CPO (Chief Planning Officer)
CTO (Chief Technology Officer)
Healthcare/Hospital Executives
Government or Political Careers
Marketers

IT & FINANCIAL B2B

IT Workers
IT Business Decision Makers
Business Owners/Partners
Business Sizes (broken out by small, mid-size, large/enterprise)
Small Business Owners
Financial Decision Makers
Financial Planners
Employed in Financial Services
Registered Investment Advisors
Manage/Buy Securities
Certified Financial Advisors

EARLY ADOPTERS/IN-MARKET/LIFESTYLE

Affluent Millennials
Tech Early Adopters
In-Market for Fine Watches or Jewelry
Premium Wine Drinkers
In-Market for Expert Financial Advice

MEET THE AFFLUENCERS

IAI's Affluent Survey has allowed us to identify the affluent influencers we call **AFFLUENCERS**, the most powerful target in every category.

- Affluencers spend 3.6X more across all categories.
- They're early adopters of new products and technologies.
- They influence the purchasing and shopping behavior of the people in their network.

Affluencers are the explorers who blaze new paths—and the influencers who lead the rest of us forward. What Affluencers are doing now is what everyone else will be doing next. We believe reaching Affluencers is the key to developing any brand's path to growth.

Affluencer segments across a variety of categories are available as Ipsos Affluent Digital Audiences.

AFFLUENT INFLUENCER (AFFLUENCER) AUDIENCES

Alcoholic Beverage Influencers

Auto Influencers

Financial Services/Banking/Investment Influencers

Beauty Influencers

Home Computer & Electronics Influencers

Heavy Mobile Users and Tech Influencers

Personal or Life Insurance Influencers

Leisure/Entertainment Influencers

Apparel Influencers

Home Décor & Remodeling Influencers

Travel Influencers

**FOR MORE INFORMATION, CONTACT YOUR
IPROS CLIENT SERVICE REPRESENTATIVE, OR:**

ipsosAffluentIntelligence@ipsos.com

