



IPSOS AFFLUENT INTELLIGENCE

ANNOUNCES NEW DIGITAL AUDIENCE SEGMENTS

INCLUDING NEW LIFESTAGES, LIFESTYLES AND PURCHASE BEHAVIORS

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 and largest scaled study of consumers with HHIs \$125,000 or more in the world, providing marketers, media clients and agencies an unparalleled view into the lives, attitudes, media habits and behaviors of these influential consumers. Since Spring 2018, we've leveraged our trusted data to build Digital Audiences that enable brands the ability to reach valuable, hard to find US affluent segments including C-Suite, affluent influencers (Affluencers), and consumers who plan category purchases in the next twelve months.

Custom-built audiences are also available—*all based on data you know and from a name you trust.*

We're excited to announce a new batch of segments will be released in January 2019.

Based on input and requests from our colleagues and users, we released an additional 20+ Ipsos Affluent Audiences spanning lifestages, auto, travel, finance and entertainment. *New audiences available include:*

Affluent & Lifestage

- Plan to buy a pre-owned home
- Plan to buy a first home
- Plan to buy a newly constructed home
- Plan to get engaged
- Plan to have a baby or adopt a child
- Plan to have a first baby
- Plan to get married
- Plan to retire
- Plan to start a new career

Lifestyle & Travel

- Member of a private club
- Sailboat/Powerboat owner
- Opening weekend movie-goers
- Frequent SVOD/OTT Viewer
- Business Traveler
- Heavy business traveler
- Travel - Luxury/Five Star Accommodations
- Travel – Fly First Class

Auto & Finance

- In-Market Hybrid/Electric Vehicle Owners
- In-Market Luxury Vehicle Owners
- Finance – Active Market Investor

Look for the Ipsos Affluent Digital Audiences in your DMP, ad server, and/or your digital exchange

We can be found in all Google buy and sell platforms, LiveRamp Data Store, Acxiom Audience Cloud, Krux, Lotame, and Trade Desk by searching for Ipsos Affluent, and we can make our audiences available in many other platforms for clients. If you are not seeing us in your platform already, please reach out to your Ipsos Client Service Representative, or: IpsosAffluentIntelligence@ipsos.com.

In partnership with Acxiom and LiveRamp, these audiences are GDPR compliant and approved for targeting in Facebook.

