

Ultra Affluent Audience Data

What It Is and Why It Matters

Reaching the Top

Marketing to the ultra-wealthy requires the best data available if you want to reach this selective and influential audience. Entrance fees and equity requirements for upscale senior living communities means the marketing teams must have qualified leads with \$3 million in assets. Campaigns based on ZIP codes simply can't help. Sabal Strategy leads the way in delivering qualified leads to tap this dynamic segment.

Precise Targeting

Our data scientists understand how to leverage the right data for pinpoint precise targeting of your desired audience. We can provide the specific data you need because we have access to the purchasing, investing, and lifestyle behaviors of the ultra-wealthy. The expertise of data teams means they can provide the deep insights you need to reach this desirable sector.

Sabal Strategy provides unmatched data accuracy through our decades-long relationships with exclusive data sources. To reach the most exclusive set of high-worth individuals in the United States, our team uses a proprietary algorithm based on more than 67 criteria. We use more than 162 factors to establish net worth alone, which ensures only those who meet the standard are included.

This distinguished audience is the result of careful and selective amalgamation of our elite data. A sampling of the sources we use includes real estate transactions, public legal records, and self-reported data such as detailed investments, purchases, and lifestyle preferences. The result is that we can pinpoint jet and yacht owners as well as business tycoons and benefactors.

An Ultra Affluent Data list from Sabal Strategy delivers trustworthy and qualified prospects because all of our marketing data points are audited and double verified each month. Our process relies on two or more organic sources, which ensures accurate data and you connect with a receptive and responsive audience.

Sample Data

Curious about how large the universe of qualified ultra-affluent prospects might be for your community or campaign? We ran the numbers for prospects based on income and net worth. Here is a sampling of the audience size:

- \$2 million + net worth: 8,934,701
- \$4 million + net worth: 5,708,991
- \$5 million + net worth: 1,196,447
- \$10 million + net worth: 487,546

And there are nearly 2 million wealthy individuals who have opted-in with their email address.

Trusted. Qualified. Accurate

As with every data list from Sabal Strategy, you can be assured our data is trustworthy and has the highest degree of accuracy possible. We leverage data from brokers who know how to find the right information from exclusive sources.

Primary Sources	Indirect Sources
Business Holdings	Automobile Information
Casinos	Hotels & Resorts
Direct Mail	Investment Questionnaires
Membership Rosters	Proprietary Data
Nonprofit Institutions	Shareholder Lists
Real Estate	Subscriptions
Stockholder Lists	Telemarketing Lists

Trustworthy. Accurate. Qualified. That's the data you need in order to deliver the results you want. If you'd like more specific information about this unique set of data, contact Maribeth at Sabal Strategy today!