Ipsos x RevOptimal

Luxury & Affluent Audiences

Built from the insights of the world's largest and longest-running survey tracking luxury consumers, **Ipsos x RevOptimal Affluent Audiences** are now available for immediate activation. The attitudes, preferences, and consumption behaviors of trendsetters, big spenders, opinion leaders, and high net worth individuals are available everywhere you are buying media.

Tap into the top 20% of earners with the highest quality data, spanning **personal finance, brand loyalty, and next 12 months big purchase intention**

150+
expenditure categories

2K+
luxury brands tracked

270M
US individuals ready for activation

28B
resolved device linkages

Syndicated and Custom Audiences

From Charles Schwab brokerage clients to Amex Black high travel category spenders, select from 450+ pre-built segments or contact us for 24-hour delivery of custom audiences

Identity-First, Privacy-Forward

All segments are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies

Refreshingly Up to Date

Ditch stale data and maximize your advertising spend by leveraging the only digital audiences with monthly brand, purchase behavior, and product launch updates

Available on dozens of activation channels

theTradeDesk, xandr, nexxen, Roku, Madhive, LinkedIn, LiveRamp, Meta, LOTAME, yahoo!

Ready for unparalleled scale and accuracy? Let's chat: **audiences@revoptimal.com**

Segment List

Ipsos Affluent > Consumer Finance > Total Value > Investment >

- $1,000,000 to $1,499,999
- $1,500,000 to $1,999,999
- $100,000 to $149,999
- $150,000 to $199,999
- $2,000,000 to $2,499,999
- $200,000 to $249,999
- $250,000 to $499,999
- $3,000,000 to $3,999,999
- $50,000 to $99,999
- $500,000 to $749,999
- $750,000 to $999,999
- Under $25,000

Ipsos Affluent > Consumer Finance > Total Value > Liquid Assets >

- $1,000,000 to $1,499,999
- $1,500,000 to $1,999,999
- $100,000 to $149,999
- $150,000 to $199,999
- $2,000,000 to $2,499,999
- $200,000 to $249,999
- $250,000 to $499,999
- $3,000,000 to $3,999,999
- $50,000 to $99,999
- $500,000 to $749,999
- $750,000 to $999,999
- Under $25,000

Ipsos Affluent > Consumer Finance > Total Value > Retirement Savings >

- $1,000,000 to $1,499,999
- $1,500,000 to $1,999,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 to $249,999
- $250,000 to $499,999
- $3,000,000 or more
- $50,000 to $99,999
- $500,000 to $749,999
- $750,000 to $999,999

Ipsos Affluent > Consumer Finance >

- Has Pet Insurance
- Has Total Life Insurance
- Has Whole Life Insurance
- Has Term Life Insurance
- Has Homeowner / Renter / Rental Insurance
- Has Auto / Vehicle Insurance

Ipsos Affluent > Consumer Finance > Annual Spend > Pet Insurance >

- Under $250
- $250 to $499
- $500 to $999
- $1,000 to $1,999
- $2,000 to $2,999
- $3,000 to $4,999
- $5,000 to $9,999
- $10,000 to $14,999
- $15,000 to $24,999
- $25,000 to $49,999
- $50,000 or more

Ipsos Affluent > Consumer Finance > Total Value > Term Life Insurance >

- $1,000,000 to $1,999,999
- $100,000 to $249,999
- $250,000 to $499,999
- $50,000 to $99,999
- $500,000 to $999,999
- Under $50,000

Ipsos Affluent > Consumer Finance > Total Value > Whole Life Insurance >

- $1,000,000 to $1,999,999
- $100,000 to $249,999
- $250,000 to $499,999
- $50,000 to $99,999
- $500,000 to $999,999
- Under $50,000

Segment List

Ipsos Affluent > Consumer Finance > Total Value > Total Life Insurance >

- $1,000,000 to $1,999,999
- $100,000 to $249,999
- $250,000 to $499,999
- $50,000 to $99,999
- $500,000 to $999,999
- Under $50,000

Ipsos Affluent > Consumer Finance > Current Client > Life Insurance >

- AAA
- Allstate
- Fidelity
- MetLife
- New York Life
- Prudential
- State Farm
- USAA

Ipsos Affluent > Consumer Finance > Annual Spend > Auto / Vehicle Insurance >

- $1,000 to $1,999
- $2,000 to $2,999
- $250 to $499
- $3,000 to $4,999
- $5,000 to $9,999
- $500 to $999

Ipsos Affluent > Consumer Finance > Current Client > Auto / Vehicle Insurance >

- AAA
- Allstate
- Geico
- Liberty Mutual
- MetLife
- Nationwide
- Progressive
- State Farm
- USAA

Ipsos Affluent > Consumer Finance > Annual Spend > Homeowner / Renter / Rental Insurance >

- $1,000 to $1,999
- $2,000 to $2,999
- $250 to $499
- $3,000 to $4,999
- $5,000 to $9,999
- $500 to $999
- Under $250

Ipsos Affluent > Consumer Finance > Current Client > Homeowner / Renter / Rental Insurance >

- AAA
- Allstate
- American Family Insurance
- Farmers Insurance
- Geico
- Liberty Mutual
- MetLife
- Nationwide
- Progressive
- State Farm
- Travelers
- USAA

Ipsos Affluent > Consumer Finance > Financial Services Used in Past 12 Months >

- CPA
- Discount Broker
- Financial Planner
- Full-Service Broker
- Online / Digital Broker
- Online Trading
- Personal Money Manager
- Private Banker
- Registered Investment Advisor
- Tax Consultant
- Wealth Advisor

Ipsos Affluent > Consumer Finance > Has College Savings Plan for Children >

- Yes
- No

Segment List

Ipsos Affluent > Consumer Finance > Investment Accounts are Professionally Managed >

- No
- Yes

Ipsos Affluent > Consumer Finance > Investment Approach >

- Doesn't Invest
- High Risk
- Low Risk
- Moderate Risk

Ipsos Affluent > Consumer Finance > Type of Financial Accounts Household Owns >

- Annuities
- CEFs (Closed-End Funds)
- Certificates of Deposit (CDs)
- Checking / Cash Accounts / Savings
- Corporate Bonds
- Cryptocurrency (Bitcoin, Crypto, NFT)
- ETFs
- Foreign Currency Investments
- Money Market Funds & Accounts
- Municipal Bonds
- Mutual Funds
- Corporate Stock (Common or Preferred)
- Securities (Commodities, Hedge Funds, Options)
- Stock in the Company Where User or Household Member Works
- US Government Obligations (T Bills, I Bonds)

Ipsos Affluent > Consumer Finance > Type of Retirement Accounts Household Owns >

- 401k
- 403b
- 457(b) / 457b
- Annuities
- Regular IRA
- Roth 401(k) / 401k
- Roth IRA
- Spousal IRA

Ipsos Affluent > Consumer Finance > Current Client > Banking >

- Ally Financial / Ally Bank
- American Express
- Bank of America
- Capital One
- Charles Schwab
- CITI / Citigroup / Citibank
- Credit Union
- Fidelity Investments
- JP Morgan Chase
- USAA
- Wells Fargo

Ipsos Affluent > Consumer Finance > Current Client > Brokerage / Investment >

- Bank of America
- Capital One
- Charles Schwab
- E*Trade / Etrade
- Fidelity
- JP Morgan Chase
- TD Ameritrade
- US Bank
- USAA
- Vanguard
- Wells Fargo

Ipsos Affluent > Consumer Finance > Current Client > Mutual Funds >

- Charles Schwab
- Fidelity
- JP Morgan Chase
- Merrill / Merrill Lynch
- TD Ameritrade
- USAA
- Vanguard
- Wells Fargo

Segment List

Ipsos Affluent > Consumer Finance > Current Credit Card >

- American Express
- Bank of America
- Barclays
- Capital One
- Chase
- Citi
- Discover
- Fidelity
- MasterCard
- Store-Issued Credit Card (Macy's, Amazon)
- US Bank
- USAA
- Visa
- Wells Fargo

Ipsos Affluent > Consumer Finance > Primary Credit Card >

- Bank of America
- Capital One
- Chase
- Citi

Ipsos Affluent > Consumer Finance > Mobile Wallet / Payment Apps Used in Past 6 Months >

- Amazon Pay
- Apple Pay
- Cash App (Square)
- Google Pay
- Has Used Mobile Wallet / Payment App in Past 6 Months
- PayPal
- Venmo
- Visa Checkout
- Zelle