

Fact Sheet



Matrix Investor Database

Matrix Investment Trust Investors

220,000 Names – Base Price £160 Per 1,000

Research has shown that investors in investment products, such as Investment Trusts, generally have high levels of disposable income and are savvy enough to maximise their wealth through investment. As existing shareholders, with experience of holding equity-based investments, these individuals are prime targets for other investment propositions.

Source:

220,000 Investors gained from the share registers of:

- Investment Trusts
- Venture Capital Trusts

Costs:

Base Data Rental	£160 per 1,000
File set-up	£50
Matrix Selections	No charge (up to 3 selections)
Experian Selections	£30/000

(Discounted 25% for Registered Charities)

Selection Options:

Matrix

- Geography
- Sex
- Profiling
- Size of Investments
- Number of Investments
- Period of Investment
- Type of Investment

Experian

- Age
- Household Income
- Property Value
- Council Tax Band
- Financial Strategy Segments
- Length of Tenure

Matrix-Data Solutions offers a wide range of products and services:

Matrix-Data	The UK's best financial intermediary, investor and high net worth databases
Matrix-Clarity	Single Customer View and web-based analytics solutions
Matrix-Insight	Customer and channel analysis, data integration and consultancy
Matrix-Action	Comprehensive on and offline marketing and statutory communication solutions

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OUR TRACK RECORD

This database has been utilised successfully in the following market sectors:

- Investment Banks
- Online Banks
- Stockbrokers
- Charities
- Holiday and Travel
- Retail
- Magazine Subscriptions
- Gambling Companies

GEOGRAPHICAL SPLIT

South East	50,171
Scotland	28,652
Central London	23,945
Greater London	22,914
South West	22,689
North West	17,915
Yorkshire	13,884
West Midlands	12,145
East Midlands	9,780
East Anglia	9,045
Wales	7,486
Northern Regions	6,255
Northern Ireland	4,086

GENDER SPLIT

Male	61%
Female	39%