

WealthTag™: Discover your customers true potential value to your business

It is a known fact that generating new sales from existing clients is the easiest way to increase turnover. If you knew which customers to approach, this would be even simpler.

So how well do you really know your customers? You probably know what products and services you have supplied them to date and what attracted them to do business with you in the first place. However, do you know which of your existing customers have the capacity to buy more and bring more revenue to your business? Our experience shows you will often only have half the picture required to target increased customer spend or investment.

WealthTag™

Matrix-Data's wealth tagging service solves this dilemma by identifying your most wealthy customers. Confidentially, we match your client list to our unique wealth profiling databases and identify which are high net worth individuals, measured against carefully selected criteria. Your list is returned with appended wealth indicators in a format that allows you to re-import wealth indicators back into your customer databases. Using WealthTag™ filters, you will be able focus your marketing strategies on customers whose current expenditure does not match their potential value to your business.

Our WealthTag™ profiling service comprises two key "tagging" products, ShareTag™ and PropertyTag™. These tags can be used separately to identify specific types of wealth or together to identify a broader range of wealth indicators and to filter crossover between the profiles.

ShareTag™

Tags wealthy investors found in an organisations customer databases when matched against the top 2.5m wealthy private investors in the UK. These can be segmented by investment propensity, type, risk, tax break filters and many more. Data is sourced from Matrix-Data's Investor Database (MID), the UK's leading resource for private investment information for over 20 years.

PropertyTag™

This tag identifies individuals or households in customer databases who own high value properties in the top two tax brackets. The top 1m UK residential properties are matched against customer records. Additional filters include tenure, residence duration, type of property and other geo-demographic filters. This foundation data is a subset of Matrix Data's Property Value Database (MPVD), which covers all UK residential property.

Free WealthTag™ Audit

Matrix-Data offers a free data audit, allowing organisations to establish how many matches are found in their data, before committing to any budget allocation. In this way, we can help you discover hidden opportunity and outstanding insight into the source of your business revenue, and help you plan and execute precision targeted marketing to your high value clients.

ABOUT MATRIX-DATA'S WEALTHTAG™ SERVICES



For over 20 years, Matrix-Data has provided investor intelligence and demographic segmentation data to the Financial Services, Utility, Telco, Charity and other industries. At the heart of these solutions is the Matrix-Data Investor Database (MID) which has captured significant private investments for over 20 years. This provides a unique timeline of wealthy individual investment trends. Over 2.5 million individuals, with collective investments exceeding £27bn, are recorded. The database has raised in excess of £10bn in investment and sales for our clients.

The Matrix-Data Property Value Database (MPVD) contains over 22 million index linked UK residential properties. Data is sourced from HM Land Registry, leading building society trend reports, and through our strategic partner, Experian. Property type, tenure, residency time and more are available as filters and measures for our clients.