

Fact Sheet



Matrix Investor Database

Matrix Wealthy Women Investors

170,000 Names – Base Price £160 Per 1,000

Matrix Wealthy Women consists of 170,000 women who have built up their own considerable investment portfolios. The database can be segmented to identify single or married women, and portfolios can be combined at household level if required. As well as being receptive to investment offerings, this section of the database has been used to great effect by a wide range of charity and luxury goods retailers.

Source:

170,000 Investors gained from the share registers of:

- FTSE All-Share
- FTSE Fledgling
- Alternative Investment Market
- Venture Capital Trusts
- Investment 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	Experian
• Geography	• Age
• Sex	• Household Income
• Profiling	• Property Value
• Size of Investments	• Council Tax Band
• Number of Investments	• Financial Strategy Segments
• Period of Investment	• Length of Tenure
• Type of Investment	

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

OUR TRACK RECORD

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

- Charities
- Investment Companies
- Retail
- Oil and Gas
- Media
- Magazine subscriptions
- Holiday and Travel

GEOGRAPHICAL SPLIT

South East	40,582
Greater London	19,251
Scotland	18,617
Central London	17,854
South West	17,094
Yorkshire	16,146
North West	14,011
West Midlands	9,090
East Midlands	7,143
East Anglia	6,569
Wales	6,173
Northern Regions	4,713
Northern Ireland	3,426

MATRIX INVESTOR TYPE

Main Liners	92,915
Risk Aware	37,960
Mainly Main	20,501
Risk Takers	14,009
Tax Breakers	13,131
Wide Rangers	1,982