



PERFORMANCE +

WEBINAR

HOW TO REACH HIGH-NET-WORTH INDIVIDUALS

M+C SAATCHI
PERFORMANCE

 **StackAdapt**



HOUSEKEEPING

Audience will be muted throughout. We encourage leaving questions through the Q&A option.

Recording of the session will be shared afterwards.

Please send us feedback at the end of the webinar.

We are offering three audits for HNW1 Media Strategy for those who attend. Contact us via Marketing@mcsaatchiperformance.com to find out more.

MEET OUR SPEAKERS



LAVINEA MORRIS

Managing Director EMEA



JONATHAN YANTZ

Managing Partner US



YASMINE TAMIR

Senior Sales Manager

POLLS

Poll #1

What's your biggest challenge in marketing to HNWI's?

Poll #2

What's your primary goal when marketing to HNWI's?

AGENDA

- **WHO ARE HIGH-NET-WORTH INDIVIDUALS?**
- **HOW TO IDENTIFY THEM?**
- **HOW TO REACH THEM?**
- **PREMIUM MEDIA EXPERIENCES**
- **CULTURAL NUANCES AND SEASONAL EVENTS**

THE TARGET

The top 1% of earners hold 48% of the Global wealth

They have selective media consumption patterns, distinctive values, behavior, and high expectations for premium experiences.

HIGH-NET-WORTH INDIVIDUAL

Someone with a net worth of 1M
USD or more

ULTRA HIGH-NET-WORTH INDIVIDUAL

Someone with a net worth of 30M
USD or more





HARD TO REACH THEM? **KNOW WHY**

THE PRECISION

Cookie Deprecation | Multiple Device Usage | Black Box Media Vendors | Poor Segmentation

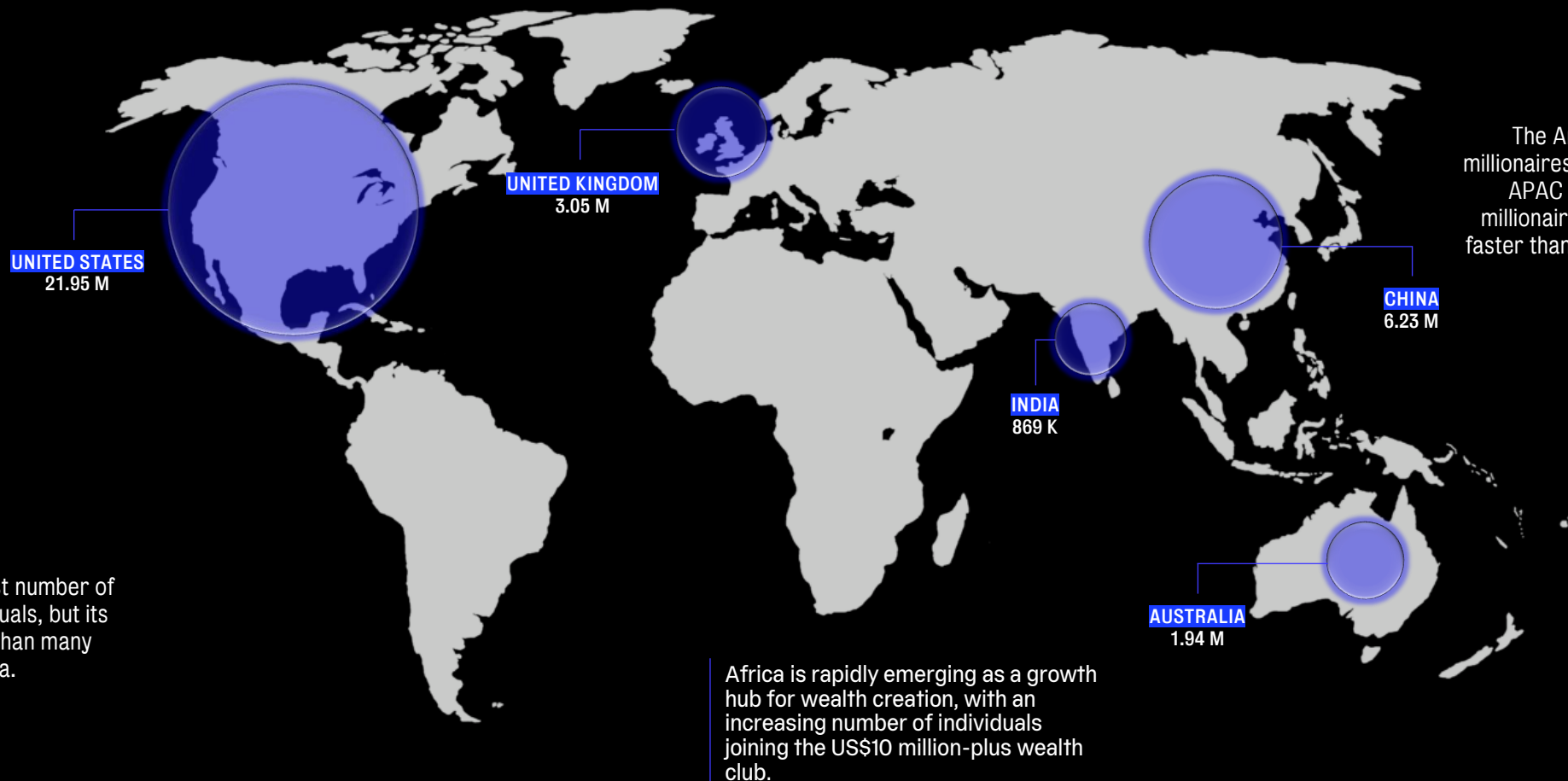
THE QUALITY

HNWIs Demand Omnichannel Experience | Premium Experience | Require Value

THE GEN Z SHIFT

Brand Experience > Price | Context is Key

LUXURY AUDIENCES ARE EVERYWHERE





Billionaires of Today

Are in Tech or Finance.

Mostly Male - gender wealth gap persists.

Average age is mid-60s - wealth accumulation is a long-term pursuit.

Primarily US-based.

LEGACY VS NEXT-GEN

Billionaires of Tomorrow

Are in Manufacturing or fashion.

Increasingly Female - more gender-balanced.

Young of age - as older generations pass on wealth.

Spread across the Globe.



M+C SAATCHI
PERFORMANCE

REACHING THROUGH SEGMENTATION

Brands can segment audiences based on high-value purchasing patterns, such as interests in luxury fashion, art, real estate, travel, sustainability, or exclusive experiences. Advertisers should understand the overlap between luxury brands and consider retargeting strategies based on brand affinity.

EXCLUSIVE EXPERIENCES



Escaping the daily grind through travel tops the experience wish list. They also seek health and wellness experiences

LUXURY GOODS



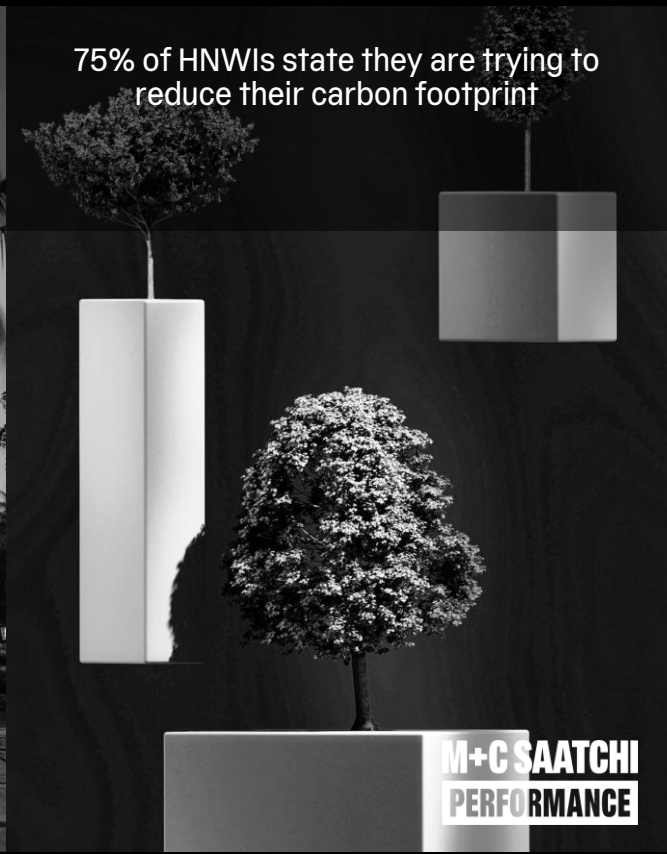
Luxury goods acts as a status symbol but also fulfills personal self-esteem needs.

INVESTMENTS



The global Property is a stalwart of HNWI portfolios, with 22% of UHNWI expected to invest in a home purchase in 2024.

SUSTAINABILITY



75% of HNWIs state they are trying to reduce their carbon footprint

REACHING THROUGH PRECISION TARGETING

BEHAVIORAL TARGETING

Leverage media consumption patterns and online behavior to reach them where they are most active - premium financial publications, exclusive social networks, or premium dating platforms.

DATA-DRIVEN PRECISION

Combine first-party data (loyalty programs), second-party data (luxury brand partnerships), and third-party data (wealth indicators) to build rich, accurate profiles for precision targeting.

LIFESTYLE & LOCATION SIGNALS

Target based on high-end lifestyle interests like sailing, skiing, golf, or luxury vehicles and use geo-targeting around upscale retail locations based on how far HNWIs are likely to travel for exclusive experiences.



REACHING THROUGH PRECISION TARGETING

B2B Company Data

Find business executives and company owners

3rd Party - HNWIs

Find HNWIs using signals like credit card data

Travel AI

Using multiple travel intent signals such as travel type and mode of transport

Page Context AI

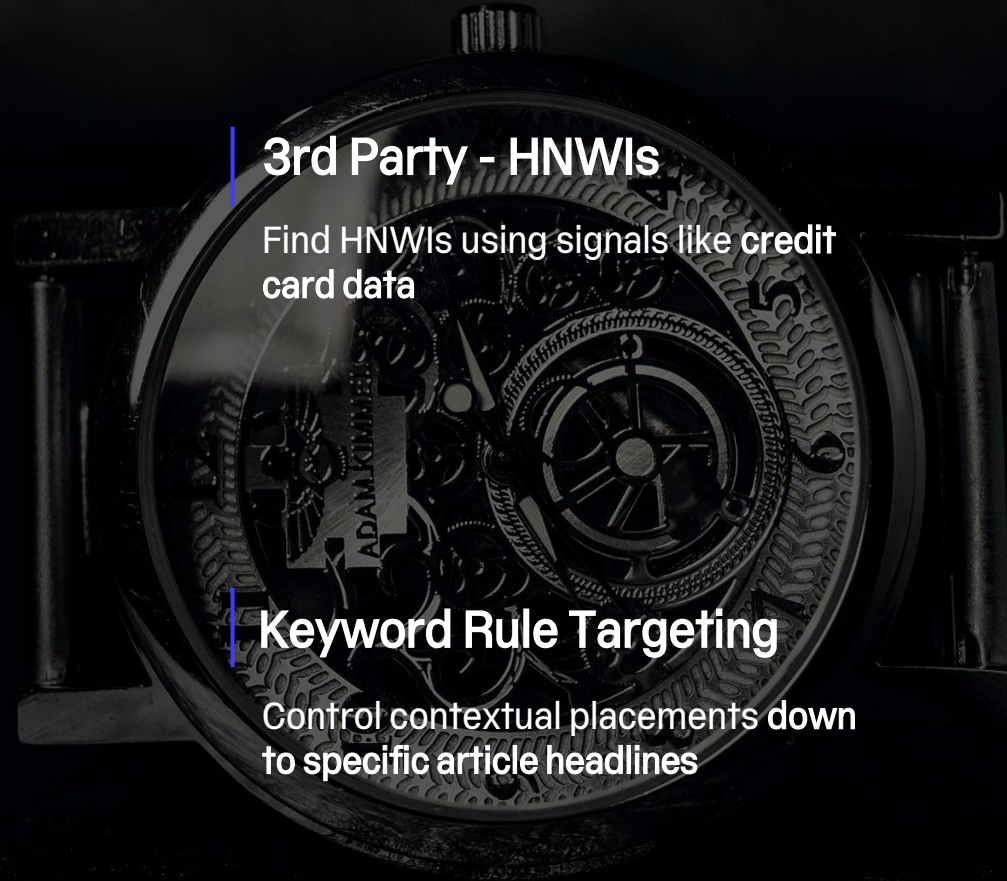
Using patent technology to accurately control contextual placements cross-channel

Keyword Rule Targeting

Control contextual placements down to specific article headlines

PMP and Inclusions

Cherry-pick the best inventory to align with quality environments



FIRMOGRAPHIC DATA TARGET TOP BUSINESS OWNERS AND EXECUTIVES

With StackAdapt ABM Targeting and Measurement, you can reach:

133M+ total universe of B2B professionals.

42M+ decision-making B2B professionals.

12M+ senior and executive B2B professionals.

4.5M+ C-Suite B2B professionals.

4.2M+ unique targetable companies.

Leverage Your CRM Data to Onboard and Engage High-Value Accounts

CRM or CDP



HubSpot / LiveRamp



Expand Your Reach with Deterministic Targeting of Authenticated B2B Professionals

StackAdapt B2B Ecosystem

Contextual Solutions: StackAdapt

Proprietary Identity Graph: /LiveRamp StackAdapt
 experian.

Licensed B2B Graphs: dun & bradstreet* LEAD FORENSICS
 Leadspace
bombora**

Access to the Entire B2B Landscape for Full Coverage

External B2B Marketplace

dun & bradstreet bombora /LiveRamp

LEAD FORENSICS

zoominfo

data
axle

And more...

* US Only.

** In development.

DIVING DEEP CONTEXTUAL TARGETING

In Context Phrases (Relevant Phrases)

travel to Dubai

winter sunshine

Dubai vacation

things to do in ...

Dubai vs Abu D...

Dubai vs Doha

There is a suggestion Apply Suggestions

6/20

Relevant Contextual URLs

<https://arzotravels.com/places-to-visit-in-dubai-at-night>

<https://www.twoscotsabroad.com/5-day-dubai-itinerary>

<https://www.thetravel.com/hotels-in-dubai-with-burj-khalifa-views>

<https://www.dubai-online.com/maps/downtown-dubai>

<https://www.budgetyourtrip.com/united-arab-emirates/dubai/enough-time-in-292223-3>

<https://www.rome2rio.com/s/Dubai-Airport-DXB/Burj-Khalifa>

<https://handluggageonly.co.uk/10-places-visit-dubai>

<https://www.wandermustfamily.com/tips-for-visiting-burj-khalifa-dubai>

<https://www.holidify.com/places/dubai/sightseeing-and-things-to-do.html>

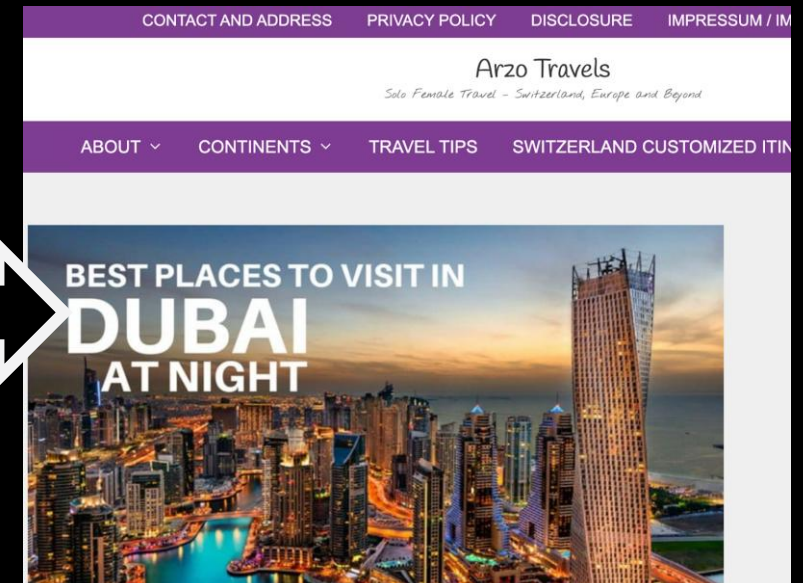
<https://www.thetravel.com/is-visiting-palm-jumeirah-in-dubai-worth-it>

<https://www.budgetyourtrip.com/united-arab-emirates/dubai/expense-292223>

<https://matadornetwork.com/read/burj-khalifa>

<https://thirdeyetraveller.com/burj-khalifa>

<https://gulfnnews.com/living-in-uae/ask-us/new-years-eve-2024-fireworks-in-dubai-top-fou>



StackAdapt gives full control and access to keyword makeup of contextual audiences and will share all URL examples which are auto populated by the platform of where ads will appear.

Ads will appear within those articles in real time, taking over relevant conversation on specific topics

ENGAGING THEM MEDIA PLANNING



Traditional TV/CTV holds value for ultra-HNWIs, while digital is preferred for news
Maintain presence on TV | Prioritize credible online platforms | Omnichannel experience

They are selective and quality-driven on social

Instagram | YouTube | TikTok | selective | storytelling-led luxury content

HNWIs are early adopters of technology

Offer virtual showrooms and apps | Host interactive digital events

They expect tailored, exclusive experiences

Programmatic ads for personalized messaging | Enable early access to limited collections | Create members-only digital spaces, and invitation-only events

Visual excellence is a baseline expectation

Use cinematic visuals | high-res content | Enable real-time consultations | virtual try-ons

They trust credible partnerships

Partner with high-end publishers & platforms | Leverage financial/luxury app integrations

CRAFTING **PREMIUM MEDIA** **EXPERIENCES**

CHANNEL

For synergy between shopping and media experience, evoking greater basket value and brand preference

TARGETING

Improving user experience by targeting users at the right time as they are consuming content related to your products

CREATIVES

Utilizing stand-out yet non-intrusive formats that compliment the user's experience and drive action



DOOH

DATA TO CAPTURE HNWI MOVEMENT



DEFINE AUDIENCE

Using Audience Movement Patterns, capture anonymized device data such as deviceID, latitude, longitude, accuracy and timestamp observed within the selected geofence, to identify key opportunities to target the right person at the right time



DECIDE LOCATIONS

Using audience data, translate the key location hotspots throughout the day into a list of relevant DOOH locations that are most appropriate for the campaign goal



PLAN & ACTIVATE

MORNING

MIDDAY

AFTERNOON

EVENING

CTV SPOTLIGHT

TARGETED QUALITY AWARENESS



DEVICES



KEY BENEFITS

- Broadcast channel targeting the whole household
- Big screen, high impact media
- Retarget users exposed to CTV
- Track post-view conversions and site visitation

TARGETING

- Demographics
- ACR / Context
- Platform / App
- Location / Geo
- Browsing / Interest / 3P

LOCALIZATION & CULTURAL NUANCES

North America HNWI's respond well to philanthropy and sustainability. Brands should spotlight charitable initiatives, eco-conscious practices, and broader environmental values.

Asia Luxury marketing should focus on innovation, contemporary interpretations of luxury, and interactive experiences like AR and virtual showrooms.

Europe Heritage and craftsmanship remain key. HNWI's value tradition, sustainable luxury, and authentic brand stories rooted in legacy.

Middle East Emphasize privacy, tradition, and a sense of exclusivity in brand communication.


China Campaigns should reflect family-centric values and reinforce notions of social status and community respect.





ANY QUESTIONS?

M+C SAATCHI
PERFORMANCE

 **StackAdapt**

A black and white photograph of a museum gallery. Several large classical paintings are displayed on the walls. In the foreground, a woman is sitting on a low bench, looking at a book or brochure. To her right, a man and a woman are standing and looking at a large painting. In the background, other visitors are visible, including a man taking a photo of a painting. The text "HOW DID WE DO?" is overlaid on the left side of the image.

HOW DID WE DO?

THANK YOU!

