

HOW TO REACH HIGH-NET-WORTH INDIVIDUALS IN AN EVOLVING MEDIA LANDSCAPE

**M&G
SAATCHI
PERFORMANCE**

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01 INTRODUCTION

WHAT IS A HIGH-NET-WORTH INDIVIDUAL?

High-Net-Worth Individuals (HNWIs) represent a unique and highly valuable audience in today's media ecosystem. However, effectively connecting with this group requires a nuanced approach, given their selective media consumption patterns, distinctive values, behavior, and high expectations for premium experiences.

**DEFINITION OF
HIGH-NET-WORTH INDIVIDUAL**

**SOMEONE WITH A NET WORTH
OF US\$1 MILLION OR MORE.**

**DEFINITION OF
ULTRA HIGH-NET-WORTH INDIVIDUAL**

**SOMEONE WITH A NET WORTH
OF US\$30 MILLION OR MORE.**





THE SIZE OF THE PRIZE

The global luxury market has bounced back from the 2020 Covid-related drop of -12.6% year-on-year due to Covid. A gradual resumption of global travel and leisure activities led to a strong rebound in luxury sales, and the global luxury goods market (defined by luxury leather goods, watches, jewelry, apparel, footwear, eyewear, cosmetics, etc.) is projected to reach \$473.90 billion in 2024 and is anticipated to grow annually by 4.04% from 2024 to 2029. Property remains a stalwart of HNWI portfolios, with 22% of UHNWI expected to invest in a home purchase in 2024.

According to the Knight Frank Wealth Report, in 2023, the number of UHNWIs globally rose 4.2% to over 600k individuals, reversing the decline in 2022. Regionally, wealth creation was strongest in North America at 7.2% and the Middle East at 6.2%, and the number of wealthy individuals is expected to grow globally by 28% in the five years to 2028. HNWI are distributed Globally. The UBS Wealth Management Report found that the Americas are home to nearly 43% of the world's adults whose wealth exceeds USD one million, followed by EMEA with almost one-third and APAC with just over a quarter.

Consumers purchase luxury goods because their ability to make high-end purchases and investments not only acts as a status symbol but also fulfills personal self-esteem needs. For advertisers to reach them, HNWIs require specific media strategies. Here, the M&C Saatchi Performance teams explore strategies for targeting HNWIs. For specific information regarding managing successful media campaigns targeting these audiences, please [contact us](#).

02 DEMOGRAPHICS & PSYCHOGRAPHICS

UNDERSTANDING HIGH-NET-WORTH INDIVIDUALS

While demographics provide a basic starting point, targeting HNWI effectively requires deeper segmentation, incorporating psychographics and behavior-based insights. Demographic factors, such as age, income level, and location, are essential, but they should be layered with more detailed psychographic attributes that capture HNWI's motivations and lifestyle preferences.

Many HNWI are drawn to exclusive experiences, craftsmanship, luxury, and investment opportunities, but they also show an increasing interest in sustainability, philanthropy, and responsible consumption. For example, [75% of HNWI state they are trying to reduce their carbon footprint](#), and [65% of UHNWI state they are actively trying to reduce their carbon footprint](#), with [40% switching to Electric Vehicles \(EVs\)](#).



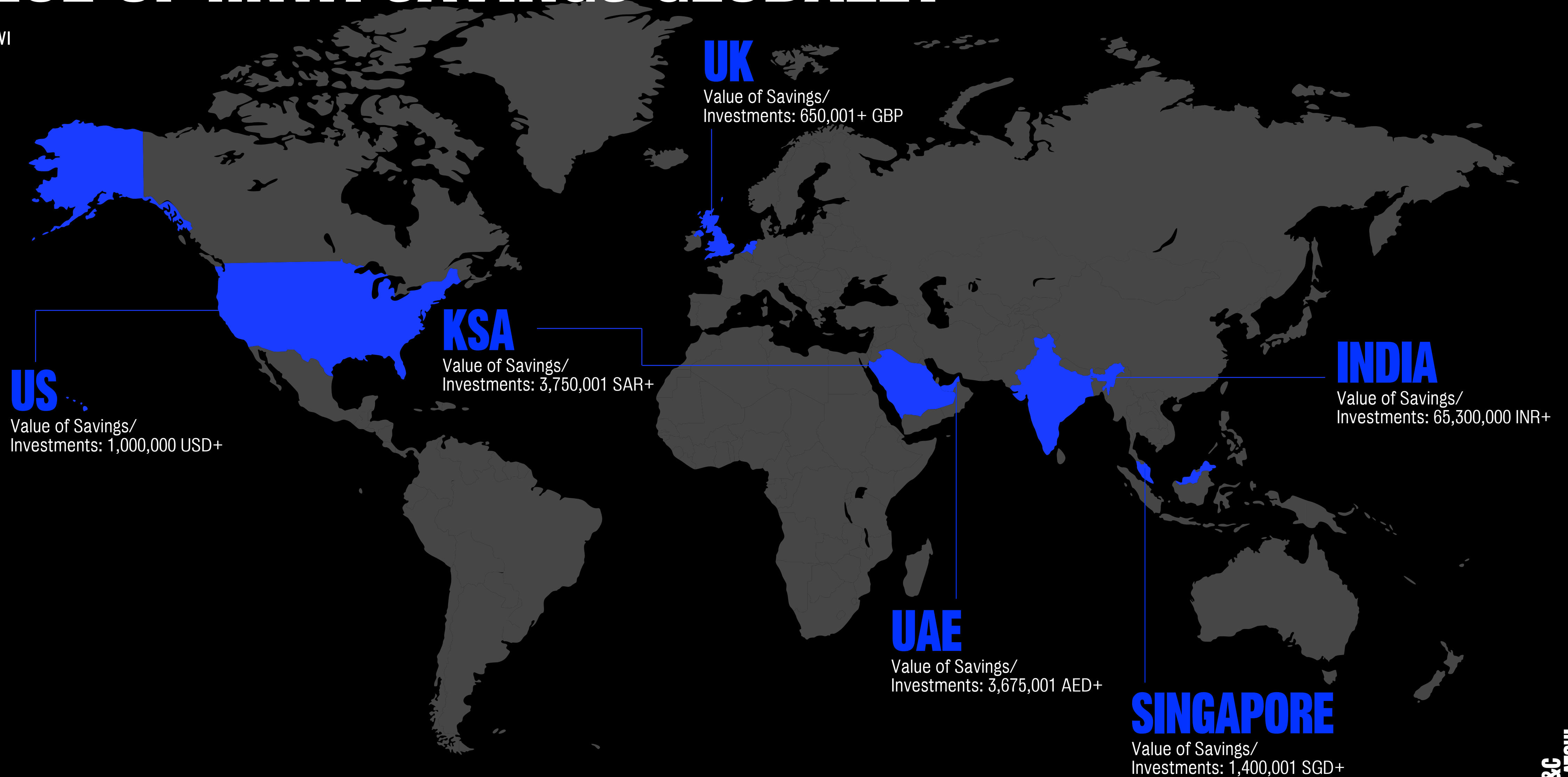
“To attract HNWI, advertisers must understand the nuances of their specific target audiences and be aware of multiple targeting layers that influence their purchase decisions. Comprehensive testing targeting hypothesis is essential when planning media for these individuals.”



Lavinea Morris,
Managing Director, EMEA
M&C Saatchi Performance

VALUE OF HNWI SAVINGS GLOBALLY

source: GWI



DEMOGRAPHICS BY MARKET

COUNTRY	LOCAL REGION POPULATION (%)	GENDER	BRAND DISCOVERY (%)	ONLINE PRODUCT RESEARCH (%)
UAE	Dubai: 57% Abu Dhabi: 24% Sharjah: 10% Ajman: 4% Umm Al Quwain: 3% Fujairah: 2%	Male 74% (ix102) Female 26% (ix96)	Search (33%) Websites (30%) WOM (27%) Linear TV (23%) TV Streaming (23%)	Search (42%) Social (41%) Reviews (33%) Brand Sites (30%) Apps (29%)
UK	London: 35% South East: 14% North West: 9% East of England: 8% South West: 6% Central Scotland: 5% Yorkshire & Humber: 5% East Midlands: 5% West Midlands: 4% Wales: 4% North East: 2% Northern Ireland: 1% Northern Scotland: 1%	Male 69% (ix140) Female 31% (ix61)	Search (41%) WOM (32%) Online Retail Sites (30%) Ads on TV (30%) Brand Websites (19%)	Search (59%) Consumer Reviews (41%) Product/Brand Sites (38%) Price Comparison Websites (33%) Specialist/Independent Review Sites (29%)
US	California: 15.3% New York: 8.1% Texas: 8% Florida: 8% Illinois: 4% Pennsylvania: 4% New Jersey: 4% Washington: 3% Ohio: 3% Georgia: 3% Virginia: 3% North Carolina: 3% Massachusetts: 2% Arizona: 2% Michigan: 2% Colorado: 2% Wisconsin: 2%	Male 60% (ix123) Female 40% (80)	WOM (46%) Search (40%) Ads on TV (39%) Online Retail Sites (36%) In-store Product Displays/Promos (33%)	Search (59%) Consumer Reviews (41%) Product/Brand Sites (38%) Price Comparison Websites (33%) Specialist/Independent Review Sites (29%)
Singapore	Central: 39% East: 18% North East: 17% West: 16% North: 11%	Male 57% (ix107) Female 42% (ix90)	Search (36%) In-store Display/Promos (28%) Ads on TV (27%) WOM (26%) Brand/Product Websites (25%)	Search (52%) Product/Brand Sites (40%) Price Comparison Websites (33%) Consumer Reviews (32%) Social Networks (30%)
KSA	Riyadh: 51% Makkah: 18% Eastern Region: 16% Asir: 5% Madinah: 2% Najran: 2% Jazan: 2% Al Baha: 2% Hail: 1% Tabuk: 1%	Male 39.7% (ix69) Female 60.3% (ix142)	Search (31%) Branded Websites (27%) Ads on Web (23%) Ads on Mobile/Tablet (21%) Consumer Reviews (21%)	Social Networks (40%) Search Engines (38%) Consumer Reviews (30%) Q&A sites (27%) Messaging/Live Chat Services (27%)

Source: GWI

03 SEGMENTING HIGH-NET-WORTH AUDIENCES

PRECISION 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. Increasingly, sustainability credentials are becoming necessary for HNWI seeking exclusive, limited products that provide a dopamine hit when purchased. Likewise, segmenting by sustainable investment interests appeals to those who value environmental, social, and governance (ESG) principles, allowing for a more targeted approach.

Behavioral targeting is particularly effective for reaching HNWI because it focuses on media engagement patterns and behavior. HNWI may present preferences for media platforms such as premium financial publications, exclusive social networks, or premium dating platforms compared to other audiences. For example, **65% of HNWI say they 'seek information from sources that align with their views.'**

EXAMPLE CAMPAIGN STRATEGY

CLIENT:

An international luxury jewelry brand.

OBJECTIVE:

Increase awareness and drive high-net-worth individuals to schedule private appointments for an exclusive shopping experience at the one of the U.S. salon locations.

APPROACH:

We launched a social campaign celebrating distinguished clients whose values and achievements align with the brand's legacy. The campaign highlighted prominent philanthropists and cultural icons, each showcasing exquisite, one-of-a-kind pieces featuring multi-carat diamonds and eye-catching designs to command attention.

To ensure the campaign reached relevant audiences, we strategically focused on ultra-affluent neighborhoods where luxury buyers reside. These areas were selected based on high-income demographics and proximity to the salons, including Newport Beach, CA; Greenwich, CT; River Oaks, TX; and Wellington, FL. In addition to geo-targeting, we layered on behavioral and interest-based audiences prioritizing those with affinities for equestrian activities, philanthropy, and luxury activities. To avoid aspirational shoppers and ensure engagement with true high-value clientele, we excluded broad luxury audiences such as designer fashion enthusiasts.

The search strategy was designed to capture traffic from the social campaign while also engaging high-intent audiences already considering luxury jewelry but not yet familiar with the brand. We tested ad copy and keywords that emphasized timelessness, bespoke craftsmanship, and exclusivity, resulting in the campaigns achieving a CTR 33% above average and reinforcing the brand's premium positioning.

'For advertisers to attract the attention of HNWI, they need to understand what motivates them and where they discover new products. Motivations can be diverse. Some HNWI buy products that act as a status symbol, represent their need to try new things, be an opinion leader, or even access communities.'



Lavinea Morris,
Managing Director, EMEA
M&C Saatchi Performance

Depending on the brand, a highly specific plan is required. For example, real estate developers interested in the UAE as a potential market must consider factors such as:

- UHNWIs do not want to feel like they're being marketed to.
- They are willing to buy access into desired communities.
- Sustainability could provide a USP as more UHNWIs consider environmental, social, and governance (ESG) factors in their investments.
- The UAE is saturated with luxury real estate ventures, while UHNWIs are increasingly focused on securing homes with access to green space. Therefore, inland communities in Dubai are a potential investment opportunity.

“Real estate is increasingly relevant as an investment option globally, and for those looking to buy internationally for residential use, the UAE is in the top 5 desirable locations. These audiences are willing to spend money to access high-end communities, not only as a residence option but also as an investment, for fear of missing out on an opportunity. These HNWI are keen to be the first to try new things, provided legitimacy is established.”



Bobbie Gersbach-Smith,
Global Planning Director
M&C Saatchi Performance

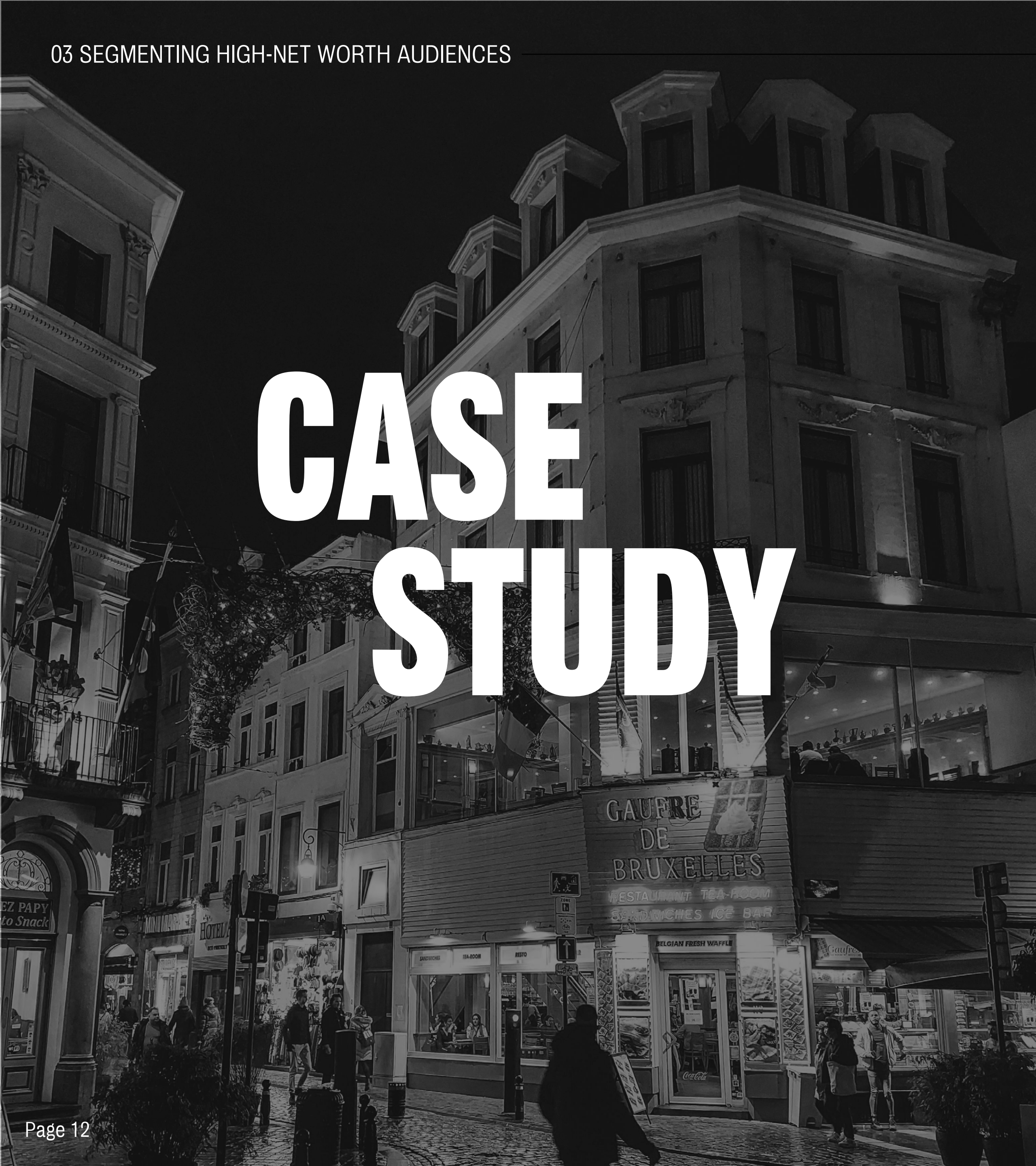
A black and white photograph of a hand holding a credit card over a wallet. The text is overlaid on the left side of the image.

DATA INTEGRATION FOR ENRICHED TARGETING

Accurate targeting requires integrating accurate first-party, second-party, and third-party data sources. High-quality, first-party data (e.g., loyalty programs) can identify VIP engagement and purchase patterns, such as frequent high-end purchases or interactions with wealth management services.

Second-party data can come from partnerships with non-competing luxury brands that also engage HNWIs, helping both parties refine their audience reach. Third-party data providers offer valuable lifestyle and wealth indicators, enriching customer profiles and ensuring marketing efforts are precisely focused on true high-net-worth individuals.

For example, activating MasterCard data to access high spending patterns via a DSP can enable precision, data-led targeting of people with high net worth.



CASE STUDY

CONTEXT:

A 2023 heritage European bank focused on HMWI sought to expand its footprint into APAC markets, specifically cities such as Singapore, Bangkok, Sydney, etc.

OBJECTIVE:

Increase brand awareness and visibility amongst HNWI in the markets.

CHALLENGE:

Highly discerning audiences with distinct privacy needs.

OUR APPROACH:

- Advanced audience targeting through DV360 and with 3rd party audience data (e.g., interests in private jets, luxury cars, first-class travel) to run interest-based targeting.
- Localized language ads.
- The campaign ran exclusively on HNWI finance sites e.g., Forbes, BBC, Yahoo Finance, etc, within target markets.

CHALLENGE:

+15% higher CTR compared to finance sector industry benchmarks.



**04 CRAFTING RELEVANT MESSAGING
AND CREATIVE BEST PRACTICES**

HYPER- PERSONALIZED CONTENT

HNWIs often prefer high-touch, tailored content that speaks directly to their unique lifestyles and values. Through AI-powered tools, brands can create dynamic content that adapts in real-time based on an individual's engagement history. For example, financial services ads can adjust to show different investment products (such as ESG funds or luxury real estate) based on past behaviors.

CREATIVE BEST PRACTICES FOR HNWI

- **Keywords Research:** Identify keywords associated with luxury, such as exclusive, handcrafted, limited edition, etc.
- **Visual appeal:** Produce high-impact, highly professional, and sophisticated lifestyle imagery and video that sells the lifestyle associated with your product. Avoid generic visuals; opt for aspirational and contextually relevant imagery.
- **Focus on Exclusivity and Scarcity:** Highlight limited editions, exclusive offers, or bespoke services. Use messaging that creates a sense of rarity and privilege.
- **Emphasize Quality and Craftsmanship:** Showcase superior quality, attention to detail, and craftsmanship behind products and services.
- **Leverage Personalization:** Create hyper-personalized content using first-party data to align with their lifestyle, values, and past interactions. Tailor messages to specific interests, such as sustainable luxury, philanthropy, or investment opportunities.
- **Incorporate Regional and Cultural Nuances:** Tailor creatives to reflect local preferences and cultural sensitivities.
- **Build Lifestyle Alignment:** Align messaging with their lifestyle indicators, such as luxury travel and sports.



05 REGIONAL & CULTURAL NUANCES**LOCALIZED
CONTENT
FOR MARKET
SPECIFIC RELEVANCE**

Localization is vital for driving engagement amongst these individuals. In North America, for example, HNWIs are often interested in content related to philanthropy or sustainable luxury. Therefore, brands should emphasize charitable initiatives, eco-friendly practices, or sustainability values. In Asia, luxury campaigns highlight innovation, while European HNWIs often value heritage and craftsmanship. Awareness of these subtle differences will ensure campaigns are relevant to each market, capturing HNWIs' attention in a way that respects their cultural context.

**LOCALIZED LANGUAGE
& SENSITIVITY**

Using native languages and understanding local cultural norms is also essential. In the Middle East, for example, brands should emphasize privacy, tradition, and exclusivity, while campaigns in China should focus on family values and social status. Through this culturally tailored approach, brands can demonstrate respect and build trust with HNWIs.

06 TESTING & OPTIMIZING CAMPAIGNS

A/B TESTING FOR PRECISION

Comprehensive testing is vital to refining campaigns and better connecting with HNWI's preferences. A/B testing lets brands compare different elements, such as visuals and copy, to identify what resonates best. For instance, a luxury watchmaker may test whether HNWI's prefer product close-ups over lifestyle imagery.



MULTIVARIATE TESTING FOR HIGH-COMPLEXITY CAMPAIGNS

For campaigns targeting HNWI's, multivariate testing allows brands to optimize ads by testing multiple variables simultaneously, such as ad copy, visuals, and calls-to-action (CTAs). This ensures that each element is fine-tuned to appeal to HNWI's high standards.





SEQUENTIAL TESTING ACROSS MARKETS

Sequential testing helps brands retain successful messaging elements while adapting for different regions. This approach allows campaigns to maintain consistent brand values while being sensitive to market-specific preferences.

Building a testing matrix based on a hypothesis can be complex and require a scientific approach to understanding statistical significance, especially as the pool of people is small due to the nature of the audience, and campaigns need to be highly targeted.

07 INNOVATION

EMERGING DIGITAL CHANNELS

New digital channels, such as augmented reality (AR), virtual reality (VR), and exclusive virtual events, offer unique ways to engage HNWIs. Luxury brands increasingly use AR and VR to create immersive experiences, allowing HNWIs to “try on” products, visualize custom designs online, or imagine their new luxury home to help them imagine the community and experience they are buying into.



EXCLUSIVE MEDIA PARTNERSHIPS

Exclusive partnerships with premium media platforms—such as The Financial Times, Bloomberg, and Conde Nast—provide targeted access to HNWI within curated environments. These partnerships enable brands to run high-quality, branded content that aligns with the platform’s prestige, effectively reaching HNWI while enhancing brand credibility.

08 TRACKING SUCCESS. KEY PERFORMANCE INDICATORS FOR HNWI CAMPAIGNS

ENGAGEMENT OVER IMPRESSIONS

Consider KPIs such as high engagement metrics and time spent on high-quality content, which may be more telling than impression counts. Metrics like “cost per engagement” and “conversion quality” (e.g., event registrations or high-ticket purchases) can indicate a more genuine connection with discerning audiences.



QUALIFIED LEADS & ENGAGEMENT QUALITY SCORES

In addition to standard KPIs, tracking engagement quality scores, such as time on page, scroll depth, and interaction frequency, provides a nuanced view of HNWI's interest levels. These metrics can help brands adjust real-time campaigns, optimizing interactions to maintain high relevance.





TIPS FOR ATTRACTING HNWIS

IMAGERY

Showcase quality with high-impact imagery and experiences.

WOM

Exclusivity & scarcity to build WOM. Build desire and anticipation by seeding exclusive, highly limited product launches or offers to VIP customers in advance.

PARTNERSHIPS

Partner with highly credible platforms, e.g., private, invite-only networks. Utilize rich media formats like interactive display ads, cinematic video ads, or AR/VR for immersive experiences such as virtual product try-ons or luxury tours. Publish branded content on trusted financial or luxury lifestyle platforms and leverage programmatic advertising to deliver personalized, behavior-based messaging. Tap into luxury e-commerce platforms and wealth management apps for contextual outreach.

TARGETING

Build high-value audience profiles based on 1st party data to find new look-alike audiences.

INTEREST & LOCATION-BASED TARGETING

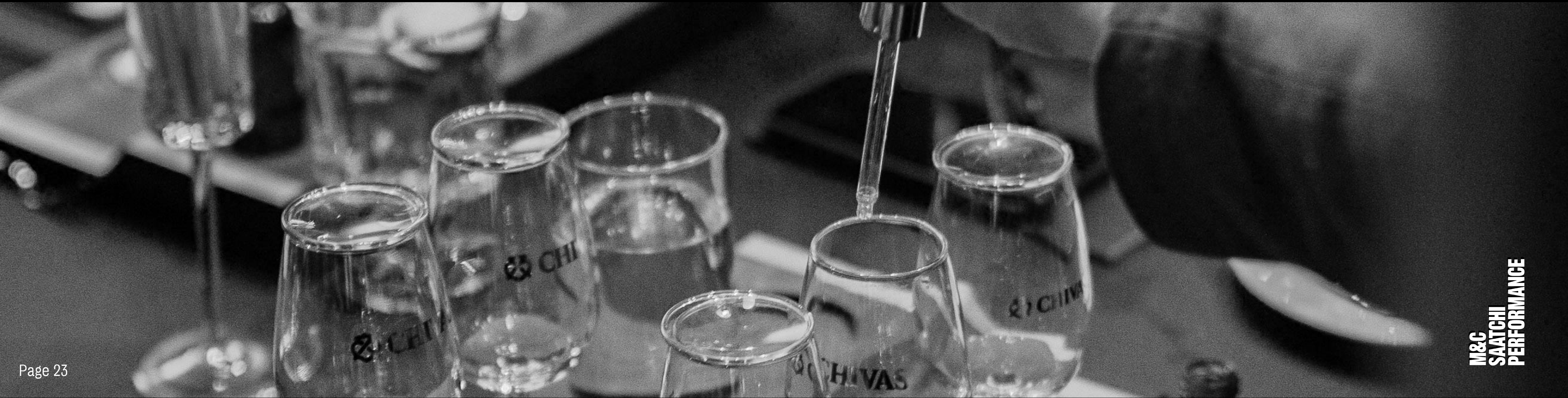
- Lifestyle indicators and interests such as equestrian, sailing, skiing, luxury travel, sustainable fashion, luxury & performance vehicles, golf, tennis etc.
- Advertisers with retail locations should consider location targeting around stores. What is the average drive or travel distance customers are willing to make?

IN SUMMARY

“Reaching HNWLs online requires precision, personalized (and localized) targeting, and a deep understanding of their specific needs and desires. By integrating advanced segmentation techniques, leveraging data for dynamic personalization, and continuously optimizing through testing, brands can create meaningful engagements with HNWLs, fostering loyalty and brand affinity. With these strategies, marketers can confidently navigate the unique complexities of targeting HNWLs, maximizing the impact of their media investments.”



Lavinea Morris,
Managing Director, EMEA
M&C Saatchi Performance



ABOUT M&C SAATCHI PERFORMANCE

M&C Saatchi Performance is a leading global performance marketing agency. We started as a mobile agency and have worked with some of the biggest brands globally on their mobile and app strategies. We have a heritage in driving profitable growth for brands and can tailor our services to each client's needs.

Our approach depends on garnering a deep understanding of our clients and their audiences to deliver winning campaigns across digital channels, such as Paid Search, Paid Social, Commerce Media, CTV, Influencers, Paid Search, and many more.

CONTACT US TO FIND OUT HOW WE CAN ENSURE YOUR BRAND REACHES AND ATTRACTS HIGH-NET-WORTH-INDIVIDUALS EVERYWHERE.

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THANK YOU