






Find savers, planners or investors for your campaigns with our financial data packages. Built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

	<h3>P13: Savers &amp; Planners</h3>
	<ul style="list-style-type: none"> <li>• High Economic Stability</li> <li>• Owners of Regular Saving Plan</li> <li>• Has Child Saving Plan</li> <li>• High Spenders on Total Pensions, Savings and Investments</li> <li>• Likely Investors in ISA</li> </ul>
	<h3>P14: Card Preferences</h3>
	<ul style="list-style-type: none"> <li>• Credit or Debit Card Users</li> <li>• Number of Credit Cards</li> <li>• Credit Card Type</li> <li>• Likely to Have a Personal Loan</li> </ul>
	<h3>P15: Investors</h3>
	<ul style="list-style-type: none"> <li>• Household Income above £50k</li> <li>• High Affluence</li> <li>• Likely to Invest in Stocks &amp; Shares</li> <li>• High Investment Activity</li> <li>• Above Average Spend on Savings and Investments</li> </ul>

More variables available by request via

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