



LUXURY

Our luxury audiences are perfect for campaigns geared towards consumers with expensive taste, built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

P16: Lux & Professional Car Buyers



- Household Income above £50k
- Social Grade: A/B
- Owners of Luxury and Upper Medium classed cars
- High Spenders on the car and fuel
- Tend to Buy New Car

P17: High Spenders



- Indulgent Buyers
- High Affluence
- Above Average Spend on Women's & Men's Clothing
- Interest in Fine Art & Food
- Quality & Brand focused buyers

P18: Luxury Travellers



- Indulgent Buyers
- Travel Destinations: Europe, USA, UK, Rest of World
- Purchase Chanel via Agent
- High Affluence
- High Spenders on Holidays and Leisure Travel

More variables available by request via

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acxiom™