

Opening the doors to the richest

Hazel Phillips

A new world in targeted marketing has opened up with the advent of WealthBase, a wealth mapping technique that drills down as far as it's currently possible to go.

A joint innovation between credit bureau Veda Advantage and database company Baton, WealthBase forms a database of New Zealand's top equity portfolio owners, by equity portfolio value. It's also cross-checked with NBR's Rich List for added validity.

The resulting product is one that's based on factual evidence and consumer behaviour - what consumers actually do rather than merely what we think they do.

In the works since late last year, the database covers

110,000 households containing 175,000 individuals. At this stage most of the country is covered - so marketers wanting to target consumers in big cities and smaller locales alike can be placated.

WealthBase can target consumers based on factors such as: age, disposable income, gender, any information from the census, likelihood of welfare factors in place, desire for credit, credit risk, car ownership and home attributes. Moreover, it can drill right down to individual names, addresses and phone numbers.

Veda Advantage Solutions Manager Nick Foster said WealthBase is grounded in a statistically strong model and that he is happy and confident about the validity of the results. The output of its model has been compared

with others like it to ensure that its potential for predictability is optimised.

The database is divided into three tiers of wealth segmentation, all of which encapsulates New Zealand's top 10% of households according to wealth and is delineated by behaviours, geodemographic composition, land and asset holdings.

At the top are "affluent investors" - the wealthiest 2.4% featuring professional, high-earning young singles and couples and mature married professionals, often with teenage dependents at home. They're well-educated and generally working in property, finance or insurance and typically own the home they live in as well as other properties - and several luxury cars.

"Aspiring investors" repre-

sent the next 4.3% of wealthy households with income exceeding \$50,000; and have a lower credit risk profile.

Finally, "safe haven investors" have a range of investments and represent the next 4.8% of wealthy households.

So why should marketers care? Well, WealthBase is mapping closer to the consumer than ever before - and in the richest echelons of New Zealand society.

"We can direct marketers to certain places to target," Mr Foster said. "Say, if you want to sell holidays or jewellery or expensive cars. Right down to names, phone numbers and addresses."

And in the depths of a recession, finely targeted marketing is just what the doctor ordered.

For a breakdown of investor profiles, go to www.nbr.co.nz/comment/hazel-phillips