

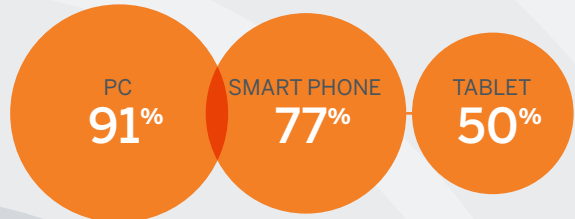
Digital Anatomy of the Affluent Male

There are 19 million affluent males on the Internet and they are shopping online and spending more than ever before. Forty percent of them are shopping online 2x a week or more and spending over \$30K annually.

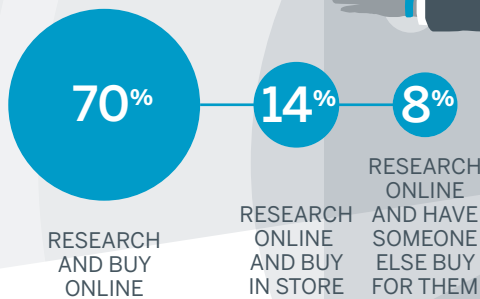
Who is the affluent male?:



He is connected on all devices daily:



He is a captive audience for advertisers:



Favorite luxury brands:

- Rolex
- Louis Vuitton
- BMW
- Lexus
- Mercedes-Benz

35% LIVE IN THE SOUTH

28% LIVE IN THE NORTH EAST

On his phone he's checking:

- EMAIL 76%
- MAPS/DIRECTIONS 63%
- SPORTS SCORES/NEWS 49%

On tablet:

- 67% PURCHASE ON MOBILE DEVICE
- 46% PURCHASE ON TABLET
- OVER 50% OF TABLET USERS PURCHASED PRODUCTS ONLINE AT LEAST WEEKLY

He is buying online frequently:

67% MAKE ONLINE PURCHASES MULTIPLE TIMES PER MONTH

40% OF THOSE SHOPPING 2 OR MORE TIMES A WEEK SPEND OVER \$30,000 ANNUALLY

98% MAKE PURCHASES ONLINE

58% PURCHASE ONLINE AT LEAST 2 TIMES PER MONTH AND SPEND BETWEEN \$500-\$4,000 A YEAR

What he's searching for:

- Travel
- Apparel
- Automotive
- Sports

Top websites visited:



He's social:

