



# Relative Income Index™

Income Information For Marketers

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## Target High Income Households

Relative Income Index™ is an econometric marketing tool that provides a ratio of modeled individual income to the SCF-level average. Relative Income Index allows a view into the relationship between individual incomes and the incomes of others in the same area. This information can be quite important when targeting marketing campaigns.

## Our Database at the Core


Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

## Clear Benefits to Direct Marketers

- Select highest relative income individuals in your targeted areas
- Can be used to enhance any list:
  - Rank vertical lists
  - Use as select for compiled lists
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

## Test it Yourself – Free!

Relative Income Index is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip Code and Zip+4 levels. Call us today to test Relative Income Index free of charge.

A decorative graphic consisting of three overlapping triangles pointing upwards and to the right. The triangles are filled with a light blue, dotted pattern. The text is centered within the largest, rightmost triangle.

***Relative Income Index provides a view of an individual's income relative to an area average.***