

iProspect[®]

THE
AFFLUENT MALE:

A decorative flourish consisting of a horizontal line with ornate, symmetrical scrollwork at the ends.

WHAT HIS ONLINE BEHAVIOR CAN
TEACH LUXURY BRAND MARKETERS

Background & Objectives –

THERE ARE 19 MILLION AFFLUENT MALES ON THE INTERNET, AND THEY ARE SHOPPING.

The numbers are in and they tell a clear story: a dramatic shift is changing the landscape of the luxury brand market. The affluent male has come into his own – researching, sharing, and buying products online. The undeniable impact on sales figures is driving luxury brands to invest in line extensions and targeted marketing campaigns designed to reach this audience.

Men are outpacing women.

In March 2012, CNBC reported that the men's luxury market is outperforming the women's in all categories. Luxury menswear is on the leading edge of this growth trend. Consulting firm Bain & Company reported that this market segment is growing at a rate of about 14 percent per year – nearly double the pace of luxury women's wear.¹

Figures from 2011's Black Friday weekend were a strong indicator of the increased shopping engagement of males. The National Retail Federation reported that the average male spent 50 percent more than the average female offline and 100 percent more online.²

A June 2011 report from *Men's Health* and GfK Roper found that men are also more highly engaged than women when it comes to online product research, including reading and sharing reviews, comparing prices, and even "liking" brands on Facebook.³

1 ["Menswear fuels global luxury boom, executives say"](#), March 2012.

2 ["Black Friday Weekend Shines As Shoppers Line Up For Deals, Spend Record \\$52 Billion"](#), November 2011.

3 ["Men Show Online Shopping Savvy"](#), March 2012.

Interested in reaching the affluent male online?

WE ARE.

It's important for our luxury clients to be able to connect with this audience. To be better able to inform and advise our clients, iProspect commissioned comScore to develop and conduct custom research to help us understand:

- + The typical online demographics and behaviors of the affluent male
- + Specific preferences regarding devices, advertising, online research, and shopping
- + How marketers can target, reach, and successfully communicate with this audience

Some of the insights we've uncovered might surprise you. All of them will help you market more efficiently and effectively to the affluent male.





The affluent male
is defined
as an adult

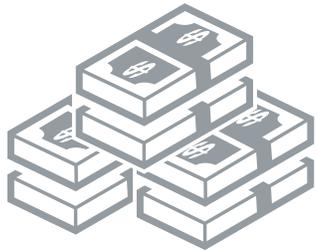
18+ male with a HHI of
\$100K

Executive Overview

TO BETTER UNDERSTAND HOW THE AFFLUENT MALE ENGAGES WITH BRANDS ONLINE, WE LOOKED INTO HIS PREFERENCES IN SIX KEY AREAS:

Audience Profile:

The affluent male is defined as an adult **(18+)** **male with a household income (HHI) of \$100K+**. Sixty-nine percent of our survey respondents had a HHI of \$100K - \$300K. Fifty percent fell between the ages of 45 and 64.



45% spend more than \$4,000 per year, and
13% spend in excess of \$30,000 annually.

Devices:

The affluent male is **highly connected** and **engaged** on a variety of devices. It is essential for brand marketers to adopt an **omni-channel approach** to online marketing. Savvy consumers, like the affluent male, expect a **seamless experience** across devices and **value-add features** that make their lives easier.