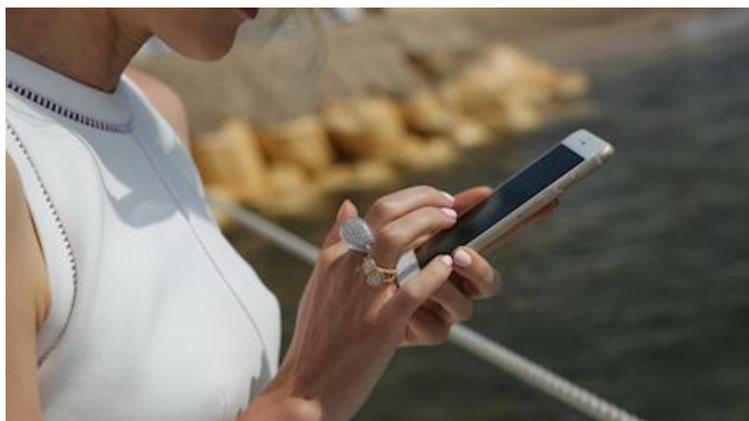


MARKETING

Wealth-X launches subscription service for data screening

July 25, 2019



Wealth-X is focused on helping companies know who they are talking to. Image credit: Boucheron

By STAFF REPORTS

Ultra-high-net-worth data firm Wealth-X is giving companies the ability to do their own data screening through the launch of a subscription-based software.

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Clients can now use a self-service Screening Software to match up their own customer data with Wealth-X's insights about affluent individuals. While giving companies more tools and flexibility, this service launch is also an effort to help firms comply with data privacy laws.

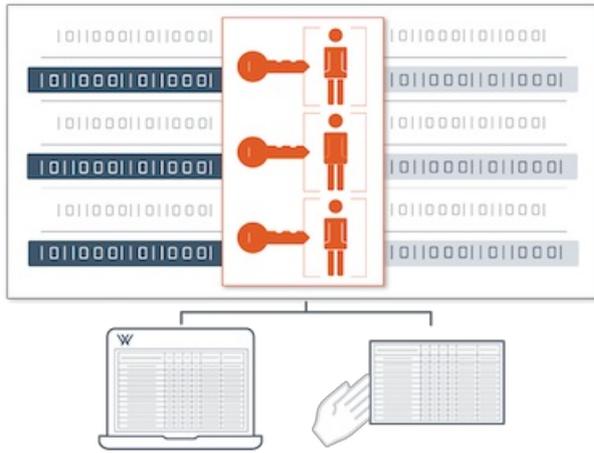
Data screening

Wealth-X's Screening Services use the firm's research about the ultra-affluent to give clients a better understanding of who is in their database.

This new software is intended as an expansion of the existing Screening Services.

This enables clients do their matching on their own systems, preventing the need for transferring customer data to and from Wealth-X.

"According to strict data protection policies, many clients must receive permission from individuals within their database before sharing information with third-party vendors," said Manuel Bianchi, managing director and global head of business development at Wealth-X, in a statement. "Our new Screening Software is run locally and without transfer of information back to Wealth-X, allowing organizations to comply with data protection policies."



Wealth-X helps clients learn more about their database through its research. Image credit: Wealth-X

In addition to privacy, this roll out intended to add flexibility to the process. Clients can choose to match data every month, quarter or half year, or they can do their screening on-demand.

The firm has been focused on bringing data insights to its clients, and helping marketers apply these findings more easily.

Wealth-X has made it easier for its clients to leverage its research on ultra-high-net-worth individuals for customer relationship management and client prospecting through a digital tool launched in 2017.

The researcher has created an application on Salesforce's AppExchange, allowing the marketers to connect their own CRM records to Wealth-X's data to locate and reach out to ultra-affluent targets. For the wealthiest clients, standard client prospecting typically leads to failure, calling for a more personalized, data-led touch ([see story](#)).

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