
MARKET FACTS!

MARKET FACT #3

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70%

**of America's wealth is controlled
by Americans over 50 years old**

COMMENT: Another important point: If Americans over 50 were a country by themselves, [they would be the 3rd largest economy in the world AND they're only targeted by 5% of all US adverts](#). Businesses should pay attention to these facts because there's no point in pursuing other demographic classes too much if they won't be able to pay you for your product/service once your marketing hits. Plus, brands are spending too much already in customer acquisition which is [about to become the next big marketing problem for companies](#). Your company is feeding the marketing machine but when there's a sale, your cost per acquisition is just not worth the hustle. That's what companies are going through nowadays because the reality is that the real money, the kind of money that can keep businesses alive, is going to fewer hands. [The World's 500 Richest people saw their wealth increase by 1 TRILLION in 2017](#). Paying attention to what demographic can actually grow your business is critical for success in bad economic times.

A MESSAGE FOR BRANDS

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