

Recently Divorced Mailing List



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Total Universe: 249,586

Base Rate: \$85.00/M

Description Summary

This Recently Divorced mailing list is the most accurate and responsive list consisting of individuals who have recently gotten divorced. These consumers are looking for special offers, as much of our data comes from subscriptions to dating services, previous purchase history, and more. These individuals are likely to do positive things for themselves and invest time and money to better their lives. Financing a divorce can be challenging, and these individuals usually are in need of help with either child support or other financial struggles while paying for the divorce. This Recently Divorced Mailing List consists of previously-married adults who are extremely responsive, because it is derived from all self-reported data and direct response. This list is updated monthly to ensure accuracy in determining people who have recently been divorced.

How Our Data Is Compiled

Our Recently Divorced Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- About 1/3 of couples in the U.S. are now divorced
- The average cost of divorce is \$15,000

Recommended Usage

Our Recently Divorced database should be used for a variety of offers, including financial offers, loans, child support funding, dating sites, self-improvement opportunities, social networking, travel, health and fitness, and much more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$425.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Income
Net Worth
Presence of Children

Dwelling Type
Occupation
Divorce Date

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

