

AmeriList SmartTech Homeowners™ Mailing List

Total Universe: **8,32,65,114**

Base Rate: **\$125.00/M**

Description Summary

Reach innovation-driven households with the AmeriList SmartTech Homeowners File®, a premier marketing database featuring consumers who embrace connected living. This responsive audience consists of homeowners who actively use or show interest in smart technologies such as home security systems, automated lighting, climate control, voice assistants, and other wireless devices. Ideal for promoting electronics, energy-efficient products, IT solutions, and home automation services, these tech-savvy individuals are early adopters who value convenience, efficiency, and innovation. Whether you're marketing cutting-edge gadgets or sustainable smart-home upgrades, this file helps you connect with modern homeowners ready to invest in the future of living.

How Our Data is Compiled

AmeriList SmartTech Homeowners File® is compiled using a blend of transactional data, self-reported consumer information, lifestyle questionnaires, survey responses, and verified purchase behavior. Every record is regularly updated and verified for accuracy and deliverability through National Change of Address (NCOA) processing and CASS certification. This specialized database features tech-forward homeowners who have adopted connected living through smart technologies such as automated systems, voice-controlled devices, and other wireless solutions. These individuals represent a digitally engaged audience with a strong interest in innovation, modern convenience, and technology-driven lifestyles, making them a valuable segment for data-driven marketing efforts.

Consider the Facts

- ✓ 63% of U.S. households have at least one smart home device.
- ✓ 32% of households are considered "fully connected" using multiple devices (security, lighting, HVAC, voice assistants, etc.).
- ✓ The smart home market is projected to reach \$60 billion+ in the U.S. by 2026.

Recommended Usage

This file is ideal for companies such as home insurance providers, solar and energy efficiency brands, telecom and broadband providers, and home improvement or DIY retailers. It's also well-suited for businesses promoting wireless devices, electronics, energy-efficient products, IT solutions, and home automation services.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$500.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Email	Occupation	Buying Habits
Gender	Homeowner Status	Cell Phone	Lifestyle Interests
Geography	Income	Net Worth	Presence of Children

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