

Consumer Bargain Shoppers Mailing List

Total Universe: **2,12,89,315**

Base Rate: **\$65.00/M**

Description Summary

These savvy and frugal shoppers are looking for the best pricing and discounts offered to them. With the Consumer Bargain Shoppers mailing list, you can segment these individuals by where they find their biggest bargains. Select from Dollar General, Wal-Mart, Family Dollar, Sears, Target, and Best Buy, and much more. Marketers can use this responsive, self-reported database to send their offers for magazine subscriptions, electronics credit cards, coupons, etc. The Consumer Bargain Shoppers database is comprised of self-reported information and is updated monthly to ensure its accuracy.

How Our Data is Compiled

Our Consumer Bargain Shoppers 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

- ✓ Shopping Malls outnumber high schools in America
- ✓ An estimated 2/3 of U.S. gross domestic product comes from retail consumption

Recommended Usage

The Consumer Bargain Shoppers mailing list is recommended to a variety of markets, such as retail stores, online coupon and discount offers, supermarkets, shopping malls, apps, and more.

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
Gender
Geography

Ethnicity
Lifestyle
Income

Store Credit Cards
Buying Habits
Childcare Buyers

Clothing Buyers
Beauty Product Buyers
Markdowns

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