

Digital Dollars – Online Buyers Mailing List



Total Universe: **2,40,85,325**

Base Rate: **\$85.00/M**

Description Summary

Are you looking to target online shoppers? These consumers are always looking for deals and online sales to make their digital shopping experience a good one. Sites like Amazon, eBay, and many retailers have made it fast and easy to make purchases online. They are extremely computer/internet savvy and are great candidates for many offers. These shoppers are browsing and purchasing online for products and services to keep their personal and professional lives thriving. This database contains information that is updated regularly for accuracy and completeness.

How Our Data is Compiled

Our Online Buyers 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

- ✓ 40% of internet users in the U.S. stated that they purchased items online several times a month
- ✓ Through mobile e-commerce, the U.S. generated about \$23 billion in 2016

Recommended Usage

This mailing list is ideal for many offers, such as retail stores, technology, smartphone apps, software, catalogs, promotions, and more.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

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
Income
Occupation

Marital Status
Presence of Children
Buying Habits
Credit Score
Apparel

Cosmetics
Fragrance
Books
Gift Cards
Jewelry

Music/Movies
Home Furnishings
Electronic/Technology

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