

Direct Response Buyers Mailing List

Total Universe: **8,97,935**

Base Rate: **\$85/M**

Description Summary

Target these lucrative consumer direct response buyers from our Active Direct Response Buyers Mailing List with your current offers. These impulsive consumers make buying decisions based on captivating TV and Online Banner promotions/ advertising. They are credit card holders and are always looking for the next hot item. This mailing list is ideal for direct mail, telemarketing and email promotional offers, and is sure to drive your response rates to new highs. Their interest varies widely from diet and exercise, to consumer goods and home décor.

How Our Data is Compiled

Our consumer DRTV / direct response buyers have all made a purchase as a result of DR TV promotions spots, banner ads, and online promotions. The list is updated monthly to ensure accuracy and deliverability. This entire file is processed via the NCOA on a monthly basis.

Consider the Facts

- ✓ Surveys show that DRTV (Direct Response TV viewership is on the rise.
- ✓ DRTV and Mobile are finding more synergy in the age of SEO and mobile screens.
- ✓ Google is working on a technology that will personalize TV ads.

Recommended Usage

Direct response product buyers are ideal for a wide range of marketing offers including magazine, investments, consumer products, publishing, credit cards, finance, and much more. Our list is selected by product category purchased, as well as amount spent.

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)

30 Day Hotline
60 Day Hotline
90 Day Hotline

Age
Gender
Presence of Children

TV Buyers
Interent Buyers
Direct Mail Buyers

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