

Generation Y Mailing List

Total Universe: **7,70,14,531**

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

Description Summary

Our Generation Y consumer database contains highly responsive consumer data for digital, telemarketing, and direct mail marketing campaigns. This mailing list consists of consumers born in the 1980s and 1990s, and is the fastest-growing segment of today's professional workforce. This tech-savvy, ambitious generation is well-educated and achievement-oriented. Being the generation that has seen the most rapid shift in technology during their childhood and adolescent years, as well as becoming young adults starting families makes them eligible for a wide variety of products and services.

How Our Data is Compiled

Our Generation Y 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

- ✓ Generally, this generation's outlook on life and preferences have been shaped by growing up in an environment very different to their parents, characterized by the emergence and growth of the internet, along with rapidly changing social attitudes
- ✓ Workplace satisfaction matters more to Millennials than monetary compensation and work-life balance is often considered essential

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, such as technology, real estate, healthcare, finance, insurance, travel, entertainment, wireless products, education, and much 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
Ethnicity

Dwelling Type
Education Level
Income
Occupation

Marital Status
Presence of Children
Hobbies & Interests
Lifestyle

Buying Habits
Political Party
Donors

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