

Home Improvement Subscribers Mailing List



Total Universe: **5,10,04,016**

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

Description Summary

Fix up your marketing strategy! Our Home Improvement Subscribers database contains highly responsive consumer data for online, offline, and multi-channel marketing campaigns. This file consists of home improvement shoppers and do-it-yourselfers interested in products and services to enhance their homes, renovate their kitchens, remodel their bathrooms, add amenities to their landscapes, and indulge in the newest home entertainment technology. This mailing list is perfect for marketers trying to reach their target audience.

How Our Data is Compiled

Our Home Improvement Subscribers 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

- ✓ In 2015, the U.S. improvement and repair costs generated about \$326.1 billion
- ✓ Building and renovating homes involves general contractors and subcontractors who build new homes and remodel existing homes.

Recommended Usage

This database is recommended for a variety of offers and promotions, such as contractors, home improvement stores, DIY apps and programs, craft stores, 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
Income

Occupation
Marital Status
Presence of Children

Area of Study
Buying Habits

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