

Online Food and Grocery Buyers Mailing List



Total Universe: **30,85,116**

Base Rate: **\$125.00/M**

Description Summary

In a world of digital convenience, online shopping has increased exponentially over the last several years. In recent years, this trend has even extended to grocery shopping. Consumers value the convenience of being able to shop for their groceries online, and either pick them up or have them delivered. It eliminates the crowds and overall experience of pushing your shopping cart up and down the aisles. This mailing list is great for marketing to many groups of people, especially those who work long hours and don't have the time to physically go to the store, or people who have young children and know what a production a shopping trip can be, or even people who just enjoy the simple convenience of ordering online! Reach these valuable prospects by mail, phone, or email with our accurate database.

How Our Data is Compiled

Our Online Food and Grocery Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ In 2018, online grocery sales in the U.S. amounted to about \$17.5 billion
- ✓ 48% of U.S. grocery shoppers currently purchase at least some of their groceries online

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: grocery stores, coupon magazines and subscriptions, food and grocery apps, delivery services, 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

Dwelling Type
Ethnicity
Income

Net Worth
Marital Status
Presence of Children

Buying Habits
Occupation

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