Permission-Based Opt-In Seniors Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **1,55,41,461**

Base Rate: **$125.00/M**

Description Summary

Communicate effectively with seniors in a digital way permission-based senior email list. If you think seniors are not technology-savvy, consider the research. Studies show that seniors, baby boomers, and mature adults make up a rapidly growing segment of computer, Internet, smartphone and tablet users â€“ not to mention the fact that more than 50% of seniors online today are active on social media, such as Facebook. Some segments of the senior population even consider themselves to be heavy Internet users. If you are not incorporating digital marketing, like email, into your marketing mix, you may be missing this very lucrative segment of the senior population.

How Our Data is Compiled

Our Permission-Based Opt-In Seniors 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

- 67% of seniors use the Internet.
- 4 in 10 seniors own a smartphone.

Recommended Usage

Our Confirmed Opt-In U.S. Senior Citizens list is ideal for a variety of offers, including insurance, annuity, long-term care products, estate and retirement planning, health care, Medicare, construction, real estate, leisure and hospitality, hotels, travel, magazine subscriptions, catalogs and retail offers.

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 canceld 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	Ethnicity	Marital status
Gender	Geography	Lifestyle
Ethnicity	Marital status	HH Income

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

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