Pool Product Buyers Mailing List

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

Total Universe: **47,30,615**

Base Rate: **$65.00/M**

Description Summary

Make a splash in your marketing campaign by targeting individuals who have purchased pool products. These business owners and consumers have shopped for items such as pool covers, pool floats, chemicals, nets, filters, towels, lounge chairs, and much more. By utilizing this mailing list, you have access to postal, phone, and email data pertaining to these shoppers. Whether they have a pool in their backyard, or own a sports complex/public pool, these buyers would be great candidates for a variety of offers.

How Our Data is Compiled

Our American Lifestyle Pool Product Buyers 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

- There are an estimated 10.4 million residential swimming pools in the U.S.
- There are approximately 309,000 public swimming pools in the U.S.
- Swimming strengthens the heart and lungs, works out all of the bodyâ€™s major muscles, and helps reduce stress.

Recommended Usage

This database would be useful to many types of businesses, such as pool product companies, manufacturers, real estate agents, home stagers, property managers, sports equipment companies, and much more.

Sample Mail Piece Required

Inquire

Market Type
Consumer Data

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	Gender	Income	Marital Status
Donors	Geography	Interests	Political Party
Ethnicity	Home Owner	Length of Residence	Presence of children

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

10 Esquire Rd Ste 11B, New City, NY 10956 • 845.362.6737 • sales@amerilist.com