

Reach Consumers

Total Universe: **23,00,00,000**

Base Rate: **\$65.00/M**

Description Summary

For decades, direct marketers have been improving their ROI with AmeriList's US Consumer Database. This multi-sourced consumer database gives you the power to pinpoint your best prospect from over 230 Million US Consumers. AmeriList can help you build a better prospecting list by choosing from over 200 demographic and psychographic characteristics. You can target the people you want to reach by age, income level, gender, marital status, dwelling type and more! By marketing to your precise target audience you are guaranteed to get more mileage out of your marketing budget.

How Our Data is Compiled

Our consumer data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transactional Data. This database is updated monthly to ensure quality and accuracy. This database is also processed against the USPS® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverable! guaranteed!

Consider the Facts

- ✓ The average income in the U.S. is \$53,283
- ✓ Americans spend 33% of their annual income on housing
- ✓ The number of homes headed by people who did not graduate from high school is down 7.9%
- ✓ Americans spend 13% of their annual income on dining out
- ✓ Americans spend 5% of their annual income on entertainment
- ✓ The number of American households headed by people with bachelor's degrees are up 10.1%
- ✓ Americans spend 11% of their annual income on personal insurance
- ✓ Americans spend 3% of their annual income on apparel

Recommended Usage

Our U.S. Consumer Database is the ideal solution for credit card offers, travel agencies, retail stores, educational services, cell phone offers, car dealers, real estate agents, politicians, health services, wellness services, nutritional supplements, senior services, childcare services, sporting apparel, sporting equipment and 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 cancel 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	Religion	Ethnicity	Occupation
HH Income	Lifestyle	Purchasing Power	Donor
Marital Status	Presence of Children	Credit	Home Owner
Net Worth	Gender	Education	Dwelling Type

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