Seniors in Market for Hearing Aids

AmeriList™ Direct Marketing Solutions
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Description Summary

Our Seniors in Market For Hearing Aids Database is a powerful, intent-driven resource designed to connect marketers with a high-value, in-market audience actively seeking hearing-related solutions. This responsive file features high-intent seniors, including purchase-ready prospects, active shoppers, and individuals who have demonstrated a clear interest in hearing aids, audiology services, and related health products. Whether through online behavior, survey responses, or product research activity, these prospects have shown an affinity for hearing care and are likely in the market for treatment options and support.

How Our Data is Compiled

This responsive database is compiled through a robust, multi-sourced process that ensures both depth and accuracy. Data is primarily collected from self-reported sources such as online and offline surveys, product registration forms, lifestyle questionnaires, and targeted response campaigns. We also incorporate behavioral indicators like catalog requests, content engagement, and interest-based interactions tied to hearing health. Each record is meticulously processed through USPS National Change of Address (NCOA), Zip+4 coding, and CASS certification to ensure up-to date, mailable addresses and cleaner data. Regular updates and enhancements using proprietary methods and third-party validation tools keep the database fresh and reliable.

Consider the Facts

- Nearly 80% of people who use hearing aids are aged 60 and older.
- The U.S. hearing aid market alone generates more than $4.5 billion annually, making it one of the largest national markets for hearing health products and services.
- On average, people with hearing loss wait 7 to 10 years before seeking help.

Recommended Usage

This is an invaluable asset for companies aiming to directly connect with a responsive, in-market audience. It is ideal for hearing aid manufacturers, audiology clinics, medical device firms, pharmaceutical brands, senior living communities, and health insurance providers

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	Email	Education Level	DOB
Gender	Lifestyle Interests	Buying Habits	Income
Geography	Ethnicity	Net Worth	Occupation

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

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