Silver Surfers Mailing List

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

Total Universe: **3,79,16,857**

Base Rate: **$65.00/M**

Description Summary

Now more than ever, older adults are using the Internet to keep in touch socially, shop, and much more. Staying connected is important to these consumers, and targeting this group could be greatly beneficial for many industries. By expanding your reach to these consumers, you are accessing a database of seniors that are using the Internet, possibly searching for a service or product that your company offers. Digital marketing is a huge component in achieving and maintaining success in todayâ€™s world, so companies who are marketing to seniors online would find great value in having postal, phone, and email data for these consumers.

How Our Data is Compiled

Our American Lifestyle Silver Surfers 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 approximately 7.6 million senior internet surfers in the U.S.
- As of 2017, 4 in 10 seniors now own smartphones, doubling from 2013.

Recommended Usage

This mailing list would be useful for a multitude of marketers, such as travel offers, online retailers, healthcare providers, retirement communities, technology offers, vision and hearing companies, and many 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	Marital Status	Internet User	Online Purchases
Gender	Net Worth	Donors	
Geography	Credit Score	Buying Habits	

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