

Tool Product Buyers Mailing List

Total Universe: **21,45,872**

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

Description Summary

What are the nuts and bolts of your marketing strategy? Targeted data! Build up your sales by utilizing the Tool Product Buyers mailing list. These consumers are purchasing tools such as hammers, saws, drills, and much more. In order to get the job done, this targeted group will buy specific tools and hardware that they need, whether they're completing a major re-construction, or just doing some repairs around the house. This accurate, up-to-date list provides postal, phone, and email data to help boost your targeted marketing campaigns.

How Our Data is Compiled

Our American Lifestyle Tool 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

- ✓ The market for tools is a \$10.9 billion industry.
- ✓ US demand for power and hand tools is forecast to increase 2.9 percent annually through 2018 to \$12.7 billion.

Recommended Usage

This database can be useful to many marketers, such as home improvement retail stores, appliance and tool manufacturers, general contractors, real estate agents, property managers, painting contractors, interior designers, 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 canceled 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
Geography

Occupation
Income
Interests

Marital status
Ethnicity
Donors

Length of Residence
Presence of Children
Buying Habits

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