

VIVA Active Hispanic AmEx Shoppers Mailing List

Total Universe: **5,45,669**

Base Rate: **\$85.00/M**

Description Summary

The VIVA Energetic Hispanic Shoppers database can provide you with your perfect prospect. They have been responsive to offers such as electronics, catalogs, credit cards, auto, communications, and more. Whether they're in college, or their currently in the workforce, they have many similar buying habits with their American Express credit cards. This VIVA Hispanic AmEx Shopper file consists of individuals making necessary purchases as well as impulsive buying. This elite group of Hispanic Shoppers has strong purchasing power and should not be over looked. These individuals can be arranged into many different segments from income to age or even hobbies & interests. This file is for marketers who are interested in running campaigns to those who are known to have a strong purchasing power.

How Our Data is Compiled

Our VIVA Active Hispanic AmEx Shopper 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

- ✓ American Express has sold approximately 110 million cards
- ✓ The average AMEX card gets about \$17,216 of spending

Recommended Usage

This mailing list is recommended for many types of offers, including, but not limited to: travel, entertainment, insurance, real estate, education, apparel, retail, technology, and more.

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
Gender
Geography

Country of Origin
Language Spoken
HH Income

Education Level
Dwelling Type
Occupation

Marital Status
Presence of Children
Credit Score

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