

Win It Nation™ Mailing List

Total Universe: **64,72,311**

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

Description Summary

Win It Nation® is a dynamic, high-response consumer database featuring individuals who are highly engaged with sweepstakes, instant win games, contests, and promotional offers. Actively participating in national and regional sweepstakes, this audience regularly interacts with promotional content across digital, mobile, email, and direct mail channels. They are open to discovering new brands and offers, especially when tied to the promise of exclusive deals, giveaways, or limited-time rewards. Whether it's daily entries or one-time contests, these consumers are primed for engagement and conversion through well-timed, reward-focused campaigns.

How Our Data is Compiled

This data is sourced from a wide range of engagement points tied to sweepstakes entries, instant win games, promotional offer registrations, and contest participation. Individuals in this file have demonstrated consistent interest in incentive-based content and reward-driven campaigns across both online and offline channels. To ensure data accuracy and high deliverability, the file is updated monthly against the National Change of Address (NCOA) database. It is also CASS certified to maintain address precision. These ongoing hygiene protocols and verification processes ensure a clean, responsive, and highly reliable database for targeted, multi-channel marketing efforts.

Consider the Facts

- ✓ A large portion of sweepstakes participants fall within the 25-54 age range, with strong interest from both Gen Z and Gen X demographics.
- ✓ Over 70% of sweepstakes participants say they are more likely to engage with a brand if it offers a chance to win something of value.

Recommended Usage

Win It Nation® is an ideal data source for companies targeting sweepstakes entrants, prize seekers, and consumers who are highly responsive to offers, contests, and giveaways. Ideal users include direct-to-consumer brands, credit card marketers, loyalty and rewards programs, and magazine publishers looking to grow their subscriber base with motivated, offer-driven individuals. Retailers, travel companies, and online gaming brands can also benefit by engaging this responsive audience with promotional deals and exclusive incentives.

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 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

Email
Lifestyle Interests
Credit Score

Presence of Children
Cell Phones
Net Worth

Marital Status
Income
Occupation

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