

American Lifestyle Silver Surfers Mailing List



Total Universe: 37,916,857

Base Rate: \$65/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 today'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.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Marital Status
Net Worth
Credit Score

Internet User
Donors
Buying Habits
Online Purchases

Market Type

U.S. Consumers

List Channels

Postal, Telemarketing, Email

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

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

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