

Generation Y Mailing List



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Total Universe: 77,014,531

Base Rate: \$85.00/M

Description Summary

Our Generation Y consumer database contains highly responsive consumer data for digital, telemarketing, and direct mail marketing campaigns. This mailing list consists of consumers born in the 1980s and 1990s, and is the fastest-growing segment of today's professional workforce. This tech-savvy, ambitious generation is well-educated and achievement-oriented. Being the generation that has seen the most rapid shift in technology during their childhood and adolescent years, as well as becoming young adults starting families makes them eligible for a wide variety of products and services.

How Our Data Is Compiled

Our Generation Y Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- Generally, this generation's outlook on life and preferences have been shaped by growing up in an environment very different to their parents, characterized by the emergence and growth of the internet, along with rapidly changing social attitudes
- Workplace satisfaction matters more to Millennials than monetary compensation and work-life balance is often considered essential

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, such as technology, real estate, healthcare, finance, insurance, travel, entertainment, wireless products, education, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Dwelling Type
Donors

Ethnicity
Income
Education Level
Lifestyle
Political Party

Occupation
Marital Status
Presence of Children
Buying Habits
Hobbies & Interests

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

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 Charges

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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40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com