

GoMedicare360 Database



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Total Universe: 3,379,470

Base Rate: \$100.00/M

Description Summary

The GoMedicare360™ Database is a comprehensive, intent-based marketing file consisting of over 3.3 million seniors nationwide who have actively expressed interest in Medicare Advantage, Medicare Supplement, or Original Medicare coverage. This high-performing database is compiled from a variety of real-time digital sources, including health insurance comparison websites, survey responses, quote requests, eligibility assessments, and engagement with educational Medicare content. With selectable fields such as age, location, and coverage interest, the GoMedicare360™ file provides marketers with the precision targeting needed to reach seniors during critical decision-making periods such as turning 65 or Annual Enrollment. This database is a powerful resource for insurance providers, agents, brokers, TPAs, and lead generation firms looking to connect with qualified Medicare prospects.

How Our Data Is Compiled

The GoMedicare360™ Database is compiled from real-time online consumer interactions and verified opt-in channels, including health insurance comparison sites, survey participation, quote requests, plan eligibility assessments, and engagement with educational Medicare content such as guides and benefit tools. To guarantee accuracy and deliverability, our compilation team runs the entire database through the National Change of Address (NCOA) file monthly. Additionally, the list is CASS certified, further enhancing address precision.

Consider The Facts

- The average Medicare beneficiary incurs over \$13,000 per year in healthcare costs
- Nearly two-thirds of Medicare beneficiaries live with two or more chronic conditions, such as diabetes, arthritis, hypertension, or cardiovascular disease

Recommended Usage

The GoMedicare360™ Database is ideal for organizations targeting Medicare-eligible consumers through direct marketing efforts. Recommended for Medicare Advantage and Supplement Plan providers, licensed insurance agents and brokers, health insurance agencies, and lead generation firms, this file is perfectly suited for direct mail, email marketing, and telemarketing campaigns aiming to promote relevant offerings.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Presence of Children

Marital Status
Credit Score
Education Level
DOB

Language Spoken
Buying Habits
Household Income
Home Value

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Lifestyle Surveys, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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