

Millennials Mailing List



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Total Universe: 16,493,112

Base Rate: \$65.00/M

Description Summary

Rejuvenate your direct marketing strategy! Millennials follow the latest fads in fashion, music and electronics etc. These energetic youths are sharp and on top of what's new and trendy, and are ideal for any marketing campaign. They have a diversity of interests, and are consumers that are likely to identify themselves with a particular brand. In addition, they may have a fair amount of influence over their parents' spending habits. This file is great for marketers who are trying to reach a large demographic with extraordinary purchasing power.

How Our Data Is Compiled

Our Millennials 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

- According to most sources, millennials are known as anyone born from 1981-2004
- Millennials account for about 32% of the U.S. population

Recommended Usage

Millennials are proven to be responsive to offers for clothing, electronics, music, beauty supplies, salons, fast food, sporting goods/facilities and much more. These consumers love to support and continuously represent brands they love by buying their products and services, and tell all of their friends.

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

Popular Selections (for additional selections please inquire)

Age
Gender
Ethnicity

Education Level
Hobbies/Interests
Buying Habits

Automobiles
Employment

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

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