

# Permission-Based Opt-In Seniors

**Total Universe: 15,541,461**  
**Base Rate: \$125/M**



## Description Summary

Communicate effectively with seniors in a digital way permission-based senior email list. If you think seniors are not technology-savvy, consider the research. Studies show that seniors, baby boomers, and mature adults make up a rapidly growing segment of computer, Internet, smartphone and tablet users – not to mention the fact that more than 50% of seniors online today are active on social media, such as Facebook. Some segments of the senior population even consider themselves to be heavy Internet users. If you are not incorporating digital marketing, like email, into your marketing mix, you may be missing this very lucrative segment of the senior population.

## How Our Data Is Compiled

Our Permission-Based Opt-In Seniors 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

- 67% of seniors use the Internet
- 4 in 10 seniors own a smartphone

## Recommended Usage

Our Confirmed Opt-In U.S. Senior Citizens list is ideal for a variety of offers, including insurance, annuity, long-term care products, estate and retirement planning, health care, Medicare, construction, real estate, leisure and hospitality, hotels, travel, magazine subscriptions, catalogs and retail offers.

## Popular Selections (for additional selections please inquire)

Age  
Gender

Ethnicity  
Geography

Marital Status  
Lifestyle  
HH Income

## 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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