

# Retail CellPhone App Shoppers



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**Total Universe: 6,607,246**  
**Base Rate: \$85.00/M**

## Description Summary

While some shoppers are lined up at the register to make their purchases, there are many people who are shopping right from the palm of their hands. In the digital age of instant gratification, there is a huge population of people who choose the convenient route by staying out of busy stores and standing on long lines. Sometimes, buying from retail apps even gives consumers discounts they would not have in the store. This Retail App marketing list targets consumers who are purchasing products through shopping apps on their phones and other devices. This information is gathered from a variety of demographic and psychographic selections.

## Consider The Facts:

- Mobile apps account for 44% of the total digital time spent in the retail sector in the U.S.
- 40.4% of respondents who had downloaded a retailer-branded app said that they bought more of the brand's products and services, and 45.9% said the app caused them to visit the store more often

## How Our Data Is Compiled

Our Retail App Users Database 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.

## Recommended Usage

This list would be useful to numerous types of retail stores, app developers, and others who are looking to target online app shoppers. Channeling the sale of products through an app gives your business a wide variety of shoppers in addition to the ones who walk into your store.

## Popular Selections (for additional selections please inquire)

Age	Income	Purchases
Gender	Occupation	Credit Card Type
Geography	Marital Status	Mobile Phone
Lifestyle	Presence of Children	Hobbies

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

## Market Type

U.S. Consumers

## List Channels

Postal, Email & Telemarketing

## Source

Self-Reported

## Output Options

Electronic, Printed

## 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

## Commission

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