

Smartphone Users In the U.S.

Total Universe: 10,534,651
Base Rate: \$180.00/M



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Description Summary

Have you ever looked around the room and noticed that everyone is on their phones? In today's world, most cell phone users own smartphones, which have the ability to access the internet and other apps. When it comes to marketing, why not capitalize on a platform that is right under our noses all day long?

Using the data from our smartphone mailing lists and email lists gives you the ability to target a huge selection of residents across the country. This data is gathered from the purchasing of smartphones, app registrations, internet orders, and more. Since there is such a large population of people using these devices, promoting your products and services to these users could greatly benefit your business.

How Our Data Is Compiled

Our Smartphone User Database is derived from opt-in and self-reported individuals, as well as Company Directories. 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

With such a vast range of consumers who use smartphones, there are a multitude of industries that would find value in marketing to these prospects. Some of those include technology, music, media entertainment, travel offers, retail, mobile accessories, and many more.

Consider the facts:

- Approximately 77% of adults in the United States own a smartphone
- 46% of smartphone users say they “couldn’t live without it”
- In 2016, 78% of consumers made a purchase on their mobile device

Popular Selections (for additional selections please inquire)

Age	\$5/M	Location	\$5/M	Buying Habits	\$10/M
Gender	\$5/M	Income	\$5/M	Credit Score	\$15/M
Hobbies	\$5/M	Presence of Children	\$10/M	Occupation	\$10/M

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