

# VIVA Active Hispanic AmEx Shoppers

**Total Universe: 545,669**

**Base Rate: \$85.00/M**

## Description Summary

The VIVA Energetic Hispanic Shoppers database can provide you with your perfect prospect. They have been responsive to offers such as electronics, catalogs, credit cards, auto, communications, and more. Whether they're in college, or their currently in the workforce, they have many similar buying habits with their American Express credit cards. This VIVA Hispanic AmEx Shopper file consists of individuals making necessary purchases as well as impulsive buying. This elite group of Hispanic Shoppers has strong purchasing power and should not be over looked. These individuals can be arranged into many different segments from income to age or even hobbies & interests. This file is for marketers who are interested in running campaigns to those who are known to have a strong purchasing power.

## How Our Data Is Compiled

Our VIVA Active Hispanic AmEx Shoppers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- American Express has sold approximately 110 million cards
- The average AMEX card gets about \$17,216 of spending

## Recommended Usage

This mailing list is recommended for many types of offers, including, but not limited to: travel, entertainment, insurance, real estate, education, apparel, retail, technology, and more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Country of Origin

Language Spoken  
HH Income  
Education Level  
Dwelling Type

Occupation  
Marital Status  
Presence of Children  
Credit Score

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

## 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