

**Total Universe: 83,265,114****Base Rate: \$125.00/M**

Description Summary

Reach innovation-driven households with the AmeriList SmartTech Homeowners File™, a premier marketing database featuring consumers who embrace connected living. This responsive audience consists of homeowners who actively use or show interest in smart technologies such as home security systems, automated lighting, climate control, voice assistants, and other wireless devices. Ideal for promoting electronics, energy-efficient products, IT solutions, and home automation services, these tech-savvy individuals are early adopters who value convenience, efficiency, and innovation. Whether you're marketing cutting-edge gadgets or sustainable smart-home upgrades, this file helps you connect with modern homeowners ready to invest in the future of living.

How Our Data Is Compiled

AmeriList SmartTech Homeowners File™ is compiled using a blend of transactional data, self-reported consumer information, lifestyle questionnaires, survey responses, and verified purchase behavior. Every record is regularly updated and verified for accuracy and deliverability through National Change of Address (NCOA) processing and CASS certification. This specialized database features tech-forward homeowners who have adopted connected living through smart technologies such as automated systems, voice-controlled devices, and other wireless solutions. These individuals represent a digitally engaged audience with a strong interest in innovation, modern convenience, and technology-driven lifestyles, making them a valuable segment for data-driven marketing efforts.

Consider The Facts

- 63% of U.S. households have at least one smart home device.
- 32% of households are considered "fully connected", using multiple devices (security, lighting, HVAC, voice assistants, etc.).
- The smart home market is projected to reach \$60 billion+ in the U.S. by 2026.

Recommended Usage

This file is ideal for companies such as home insurance providers, solar and energy efficiency brands, telecom and broadband providers, and home improvement or DIY retailers. It's also well-suited for businesses promoting wireless devices, electronics, energy-efficient products, IT solutions, and home automation services.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Homeowner Status
Income
Occupation
Cell Phone

Net Worth
Buying Habits
Lifestyle Interests
Presence of Children

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$625.00

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

Yes

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