

PlanSmart Seniors™ Mailing List



Total Universe: 514,211

Base Rate: \$125.00/M

Description Summary

PlanSmart Seniors™ is a targeted direct marketing database of older Americans actively enrolled in Medicare, including individuals with Part A and/or B, Medicare Advantage (Part C), Medicare Part D, and Medigap Supplement plans. These are informed, health-conscious seniors who have made key decisions about their healthcare coverage and are highly responsive to offers that help them maximize their benefits, reduce out-of-pocket costs, or improve their overall quality of life. Whether they're evaluating supplemental coverage, comparing prescription drug plans, or considering new providers, these individuals are in a decision-making mindset and ready to engage.

How Our Data Is Compiled

The PlanSmart Seniors™ database is built using a blend of public and proprietary data sources, including Centers for Medicare & Medicaid Services (CMS) records, consumer self-reported surveys, and insurance subscription files. These data points are further enhanced with real-time behavioral insights and health-related purchase activity to ensure high intent and engagement. To maintain deliverability and accuracy, all records undergo routine hygiene and validation processes. Each record undergoes a robust enrichment process, incorporating additional data feeds to enhance targeting precision and ensure the most comprehensive audience profile. 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

- Roughly 55% of Medicare beneficiaries are enrolled in Medicare Advantage (Part C) plans
- Over 60% of Medicare enrollees use digital channels (email, websites, apps) to research or manage their health benefits

Recommended Usage

This highly responsive audience is ideal for promoting Medicare Supplement and Advantage plans, prescription drug coverage (Part D), and open enrollment offers. Marketers can also reach them with campaigns for vision, dental, and hearing care services, medical alert devices, home healthcare, and senior wellness programs.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Medicare Part A and/or B
Medicare with Medigap
Medicare Advantage (Part C)
Medicare Part D

Language Spoken
Cell Phone
Homeowner / Renter
Home Market Value

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

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