

# Win It Nation™

**Total Universe: 6,472,311**

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

## Description Summary

Win It Nation™ is a dynamic, high-response consumer database featuring individuals who are highly engaged with sweepstakes, instant win games, contests, and promotional offers. Actively participating in national and regional sweepstakes, this audience regularly interacts with promotional content across digital, mobile, email, and direct mail channels. They are open to discovering new brands and offers, especially when tied to the promise of exclusive deals, giveaways, or limited-time rewards. Whether it's daily entries or one-time contests, these consumers are primed for engagement and conversion through well-timed, reward-focused campaigns.

## How Our Data Is Compiled

This data is sourced from a wide range of engagement points tied to sweepstakes entries, instant win games, promotional offer registrations, and contest participation. Individuals in this file have demonstrated consistent interest in incentive-based content and reward-driven campaigns across both online and offline channels. To ensure data accuracy and high deliverability, the file is updated monthly against the National Change of Address (NCOA) database. It is also CASS certified to maintain address precision. These ongoing hygiene protocols and verification processes ensure a clean, responsive, and highly reliable database for targeted, multi-channel marketing efforts.

## Consider The Facts

- A large portion of sweepstakes participants fall within the 25–54 age range, with strong interest from both Gen Z and Gen X demographics.
- Over 70% of sweepstakes participants say they are more likely to engage with a brand if it offers a chance to win something of value.

## Recommended Usage

Win It Nation™ is an ideal data source for companies targeting sweepstakes entrants, prize seekers, and consumers who are highly responsive to offers, contests, and giveaways. Ideal users include direct-to-consumer brands, credit card marketers, loyalty and rewards programs, and magazine publishers looking to grow their subscriber base with motivated, offer-driven individuals. Retailers, travel companies, and online gaming brands can also benefit by engaging this responsive audience with promotional deals and exclusive incentives.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Email

Lifestyle Interests  
Credit Score  
Presence of Children  
Cell Phones

Net Worth  
Marital Status  
Income  
Occupation

## 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: \$425.00

## 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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - [Amerilist.com](http://Amerilist.com) - [info@Amerilist.com](mailto:info@Amerilist.com)