

HEALTH, HOME, AUTO, LIFE INSURANCE SHOPPERS

Direct Telephone Response

FILE DESCRIPTION

Shopping for insurance can be overwhelming. These individuals have called to get insurance quotes to meet their needs. Each respondent has provided extensive information to get the best rate for health insurance, home insurance, auto insurance and/or life insurance. With the provided information, agents are able to provide a quote based on accurate information. All selections on this file are self-reported by the individual. Specific selections relating to the respondent's home, their health and ailment conditions, as well as vehicle information, are available. This file is updated monthly. Please call for a detailed list of selections or for more information regarding specific selections. Responders on this file are active responders to other insurance and financial offers.

FILE BREAKDOWN

| | | |
|---------|----------------|------------|
| 546,412 | Last 12 Months | \$115.00/M |
| 266,370 | Last 6 Months | +\$5.00/M |
| 139,527 | Last 3 Months | +\$10.00/M |

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

| | |
|---------------------------------|-----------|
| Email | \$50.00/F |
| FTP | \$50.00/F |
| Email Campaign Transmission Fee | \$40.00/M |

EMAIL BROADCAST CHARGES

| | |
|-----------------------|-----------------------|
| Email Address | \$160.00/M |
| Splits - First Pair | \$100.00/F |
| Each Additional Split | \$75.00/F |
| Suppression File | \$5.00/M or \$250 min |
| Test - First 2 | No Charge |
| Each Additional Test | \$100.00/F |

SELECTIONS AVAILABLE

| | |
|-----------------------------|------------|
| Age | \$7.00/M |
| Donors | \$7.00/M |
| Ethnicity | \$7.00/M |
| Gender | \$7.00/M |
| Health & Wellness | \$7.00/M |
| Hobbies/Interests | \$7.00/M |
| Home/Mortgage | \$7.00/M |
| Household | \$7.00/M |
| Income | \$10.00/M |
| Investment Type | \$7.00/M |
| KeyCode | \$2.00/M |
| Language | \$10.00/M |
| Lifestyle/Life Change Event | \$7.00/M |
| Marital Status | \$10.00/M |
| Occupation | \$7.00/M |
| Political Affiliation | \$7.00/M |
| Presence of Children | \$7.00/M |
| Religious Affiliation | \$10.00/M |
| Run Charges | \$10.00/M |
| Telephone Numbers | \$100.00/M |
| Zip/SCF/State | \$7.00/M |

Postal, Telephone, Email

PROFILE

| | |
|----------|------------------------|
| GENDER: | 54% Female 46% Male |
| AVG AGE: | 54 |
| AVG HHI: | \$55,000 |

SOURCE

Response

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

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INQUIRE FOR NON-PROFIT PRICING!

Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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