

ONLINE SHOPPERS DATABASE

Consumer Product Purchasers

FILE DESCRIPTION

These internet-savvy consumers save time and money by researching and purchasing products online. Their purchases are for home and personal use. Category of product purchased is selectable as well as the purchase amount. Reach your target audience by selecting products and services similar to your offering.

The list owner will allow competitive offers.

FILE BREAKDOWN

1,388,773	Last 12 Months	\$115.00/M
760,369	Last 6 Months	\$+5.00/M
398,289	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
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

PRODUCT TYPE SELECTIONS

Art & Photography	Home & Garden
Automotive	Jewelry & Accessories
Clothing & Fashion	Music
Electronics	Other
Food & Drink	Pets
Furniture	Sports & Recreation
Gifts & Novelties	Toys & Games
Health & Beauty	Vitamins & Supplements

DEVICE USED SELECTIONS

Android
iPhone
Mac
Windows

SELECTIONS AVAILABLE

Age	\$7.00/M
Device Used for Purchase	\$10.00/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
Product Type	\$10.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Purchase Amount	\$10.00/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:
55% Female
28% Male

AVERAGE UNIT OF SALE:
\$50-\$100

SOURCE

Internet Generated

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

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