

SENIOR CITIZEN CERTIFICATE OF DEPOSIT INVESTORS POSTAL and EMAIL

12/20/2017

029A

List Broker Discount 25% - More Information

2,925,152 Total Senior C.D. Holders \$85.00/M
576,362 With Phone Numbers (DNC Suppressed) \$105.00/M
635,928 Opt-In Email Addresses \$125.00/M

*TITLE

Senior Citizen Certificate of Deposit Investors

DESCRIPTION

Assembled in this premium marketing data are affluent and conservative senior citizen investors who have self-reported that they invest \$10,000 or more in at least one certificate of deposit. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience. The prosperous senior audience in this premium mailing list with optional opt-in email addresses and a do-not-call suppressed telephone number is comprised of prime candidates for marketing alternative conservative investment products such as annuities, tax exempt municipal bonds, mutual funds, or low risk real estate opportunities.

PROFILE

Average Age: 68
Average Income: \$75,000.00
Average Net Worth: \$220,000.00

SOURCES

Direct Mail
Investment Questionnaires
Seminar Attendees
Financial Newsletters
Proprietary Sources
Opt-In Email

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS

Updated Quarterly

Last Update: 12/2017
Next Update: 3/2018

Delivery: Within 24 Hours
Shipping & Handling: \$25.00 Flat Rate

data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS



Counts thru 12/2017

DATE

12/2017 UPDATED
12/2017 CONFIRMED

UNIT OF SALE

\$10,000.00 AVERAGE

GENDER

90% MALE
10% MALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

ADDRESSING

4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP

EMAIL - DEPLOYMENT

EMAIL - PERSONALIZATION

SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

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