

# SAVINGS ACCOUNTS INVESTORS

12/20/2017

093A

List Broker Discount 25% - More Information

732,428 Total Savings Accounts Investors \$105.00/M  
89,821 With Phone Numbers (DNC Suppressed) \$125.00/M  
159,230 Opt-In Email Addresses \$145.00/M

## TITLE

**Savings Account Investors**

## DESCRIPTION

This premium marketing data encompasses predominantly conservative, self-reported investors indicating more than \$10,000 invested in one or more savings accounts. This financially unsophisticated audience reports that they are most comfortable with the investment model of savings accounts. The depositors in this premium mailing list with optional opt-in email addresses have expressed that safety and security outweigh return and growth. 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. These savers are attracted to savings & loans and banks that are preferably local or regional. They also appreciate established conservative institutions that focus on stability. The depositors in this premium mailing list prefer ready access to their funds and will consider conservative short term investment products without surrender fees.

## PROFILE

Average Age: 54  
Average Income: \$85,000.00  
Average Net Worth: \$180,000.00

## SOURCES

Insurance Questionnaires  
Investment Questionnaires  
Direct Mail  
Telemarketing  
Subscriptions  
Seminar Attendees  
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% FEMALE

### 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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