

# **TERM LIFE INSURANCE POLICY** **OWNERS and RESPONDERS**

9/20/2017

172A

List Broker Discount 25% - More Information

5,437,908	Total Term Life Insurance Owners	\$85.00/M
484,864	With Phone Numbers (DNC Suppressed)	\$105.00/M
1,490,531	Opt-In Email Addresses	\$125.00/M

## **TITLE**

**Term Life Insurance Policy Owners and Responders**

## **DESCRIPTION**

In this premium marketing data, the audience is presently exploring term life insurance options. Included are those who have term life insurance and would like to add to it, those who have term life insurance and are not satisfied with their current coverage, or those who are in the market to purchase a term life policy. These qualified insurance shoppers are interested in coverage typically \$100,000 to \$250,000 range. The audience of this mailing list with optional opt-in email addresses is motivated by the economical premiums that are offered with this insurance product forsaking the policy's cash value. 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.

## **PROFILE**

Average Age:	38
Average Income:	\$62,000.00
Average Net Worth:	\$100,000.00

## **SOURCES**

- Investment Questionnaires
- Telemarketing
- Direct Mail
- Space Ads
- Seminar Attendees
- Insurance Questionnaires
- Surveys
- Proprietary Sources
- Opt-In Email

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

## **Updated Quarterly**

Last Update: 9/2017  
Next Update: 12/2017

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 9/2017**

## **DATE**

9/2017 UPDATED  
9/2017 CONFIRMED

## **UNIT OF SALE**

\$600.00 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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