

TERM LIFE INSURANCE POLICY OWNERS and RESPONDERS

12/20/2017

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

Counts thru 12/2017

DATE

12/2017 UPDATED
 12/2017 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

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: 12/2017
 Next Update: 3/2018

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



data owner:



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 DATA + MARKETING SOLUTIONS | 100 YEARS

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