

# UNIVERSAL LIFE INSURANCE POLICY OWNERS + RESPONDERS

12/20/2017

176A

List Broker Discount 25% - More Information

4,137,988	Total Purchasers	\$105.00/M
782,834	With Phone Numbers (DNC Suppressed)	\$125.00/M
1,134,223	Opt-In Email Addresses	\$145.00/M

## Counts thru 12/2017

### DATE

12/2017 UPDATED  
12/2017 CONFIRMED

### UNIT OF SALE

\$1,750.00 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

### contact:

800-628-7806 usa  
800-541-8540 canada  
412-782-1109 fax  
412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
3030 william pitt way  
pittsburgh pa 15238

## TITLE

Universal Life Insurance Policy Owners and Responders

## DESCRIPTION

This premium marketing data is a collection of individual who have universal life insurance and are not satisfied with their current policy or wish to add coverage, or they have made a qualified inquiry to purchase a universal life policy. As Sizeable changes influence the lives of these prospects ( marriage, new child, home purchase, etc.) many have realized that a new life insurance policy or an additional policy is essential. These qualified insurance shoppers are interested in coverage typically in the \$100,000 - \$250,000 range. The self-reported information also indicates that this higher-income audience is attracted to policies which offer a cash-value feature, and are also willing to pay the higher associated premium. Optional opt-in email addresses and do-not-call suppressed home telephone numbers for telemarketing are also available with this premium mailing list, and 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:	41
Average Income:	\$67,000.00
Average Net Worth:	\$110,000.00

## SOURCES

Investment Questionnaires  
Telemarketing  
Direct Mail  
Opt-In Email  
Seminar Attendees  
Insurance Questionnaires  
Surveys  
Subscriptions  
Proprietary Data

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

