

# WHOLE LIFE INSURANCE POLICY OWNERS + RESPONDERS

3/20/2018

177A

List Broker Discount 25% - More Information

2,842,811 Total Whole Life Insurance Policy Owners	\$85.00/M
243,297 With Phone Numbers (DNC Suppressed)	\$105.00/M
1,338,964 Opt-In Email Addresses	\$145.00/M

Counts thru 3/2018

**DATE**

3/2018 UPDATED  
3/2018 CONFIRMED

**TITLE**

**Whole Life Insurance Policy Owners and Responders**

**UNIT OF SALE**

\$2,500.00 AVERAGE

**DESCRIPTION**

This premium marketing data is an assemblage of high income, typically generation X (age 30-50) audience who have whole 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 whole life policy. Self-reported data indicates that these active insurance seekers are attracted to policies offering cash value, liquidity, guarantees and tax saving benefits. These qualified insurance shoppers are interested in coverage typically in the \$100,000 to \$500,000 range. These affluent individuals are also willing to incur the associated premiums for these key features and advantages. Optional opt-in email addresses and do-not-call suppressed home telephone numbers 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.

**GENDER**

92% MALE  
8% 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

**PROFILE**

Average Age:	44
Average Income:	\$95,000.00
Average Net Worth:	\$200,000.00

**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

**SOURCES**

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

**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

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

**Updated Quarterly**

Last Update: 3/2018  
Next Update: 6/2018

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



data owner:



**ws ponton**  
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