

WHOLE LIFE INSURANCE POLICY OWNERS + RESPONDERS

6/20/2018

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 6/2018

DATE

6/2018 UPDATED
6/2018 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: 6/2018
Next Update: 9/2018

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

contact:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238