

# SMALL BUSINESS OWNERS INSURANCE INQUIRERS and PROSPECTS

3/20/2018

192A

List Broker Discount 25% - More Information

3,762,819 Small Business Owners Insurance Prospects	\$105.00/M
3,602,138 With Phone Numbers	\$125.00/M
2,933,211 Opt-In Email Address	\$260.00/M

## Counts thru 3/2018

### DATE

3/2018 UPDATED  
3/2018 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

### TITLE

**Small Business Owners Insurance Inquirers and Responders**

### DESCRIPTION

Small business owners and entrepreneurs of businesses typically ranging from five to twenty-five employees that have made a qualified inquiry regarding life and/or health insurance for themselves or their employees are collected in this database. These entrepreneurs and business owners self-report that they are not satisfied with their current insurance and are in the market for a new plan, or have expressed an interest to add to their company's current life and/ or health insurance policy within the last 12 months. This premium mailing list of confirmed business addresses with optional verified telephone numbers and opt-in email addresses is a collection of independent small business owners, presidents, or CEOs who are primary decision maker for the company. 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:	57
Average Income:	\$95,000.00
Average Net Worth:	\$375,000.00

### SOURCES

Investment Questionnaires  
Card Decks  
Stockholder Lists  
Space Ads  
Direct Mail  
Telemarketing  
Seminar Attendees  
Opt-In Email

**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



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