

SAVINGS ACCOUNTS INVESTORS

093A

List Broker Discount 25% - More Information

732,428	Total Savings Accounts Investors	\$105.00/M
89,821	With Phone Numbers (DNC Suppressed)	\$125.00/M
159,230	Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

UNIT OF SALE

\$10,000.00 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

Savings Account Investors

DESCRIPTION

This premium marketing data encompasses predominantly conservative, self-reported investors indicating more than \$10,000 invested in one or more savings accounts. This financially unsophisticated audience reports that they are most comfortable with the investment model of savings accounts. The depositors in this premium mailing list with optional opt-in email addresses have expressed that safety and security outweigh return and growth. 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. These savers are attracted to savings & loans and banks that are preferably local or regional. They also appreciate established conservative institutions that focus on stability. The depositors in this premium mailing list prefer ready access to their funds and will consider conservative short term investment products without surrender fees.

PROFILE

Average Age:	54
Average Income:	\$85,000.00
Average Net Worth:	\$180,000.00

SOURCES

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

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

Updated Quarterly

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