

# UNIVERSAL LIFE INSURANCE POLICY OWNERS + RESPONDERS

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

**Updated**

Quarterly

**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**

**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**

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



**data owner:**



ws ponton

DATA + MARKETING SOLUTIONS | 100 YEARS

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