

# Active Mail Order Buyers Mailing, Telemarketing & Email List



**Total Universe: 62,483,467**

**Base Rate: \$85/M**

## Description Summary

Responsive Mail Order Buyers - Mailing, Telemarketing & Email List! AmeriList brings to market our premium database of engaged mail-order buyers, the most accurate and responsive marketing list of consumers who actively purchase products through direct channels. These consumers demonstrate a strong affinity for direct mail offers spanning a variety of product categories. Mail order buyers are exceptional prospects for promotions related to new credit cards, credit card refinancing, and products and services that can be conveniently ordered via mail. Our list comprises responsive individuals who have a history of interacting with and purchasing from direct mail advertisements. You can refine your targeting by selecting from a wide range of demographic options. Elevate your marketing strategy with AmeriList's engaged mail-order buyers mailing list and connect with the most receptive audience for your offers.

## How Our Data Is Compiled

Our Active Mail Order Buyers database is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- According to a 2020 report by the Direct Marketing Association (DMA), mail order buyers have an average response rate of 4.9% for house lists and 2.2% for prospect lists, which outperforms other direct marketing channels like email, social media, and paid search.
- A study by the United States Postal Service (USPS) found that 60% of mail order buyers make at least one purchase per month from a catalog, demonstrating the ongoing effectiveness of mail order marketing as a channel for driving sales and customer engagement.

**Recommended Usage** Our active mail-order buyers database is a prime resource for marketers targeting customers in diverse product categories, including: Apparel, Auctions, Auto Loans, Bankruptcy, Beauty, Collectibles, etc...

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Income  
Net Worth

Occupation  
Marital Status  
Presence of Children  
Buying Habits

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$425.00

## Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Please Inquire

## Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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