

# American Lifestyle Pool Product Buyers Mailing List

**Total Universe: 4,730,615**

**Base Rate: \$65.00/M**

## Description Summary

Make a splash in your marketing campaign by targeting individuals who have purchased pool products. These business owners and consumers have shopped for items such as pool covers, pool floats, chemicals, nets, filters, towels, lounge chairs, and much more. By utilizing this mailing list, you have access to postal, phone, and email data pertaining to these shoppers. Whether they have a pool in their backyard, or own a sports complex/public pool, these buyers would be great candidates for a variety of offers.

## How Our Data Is Compiled

Our American Lifestyle Pool Product Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- There are an estimated 10.4 million residential swimming pools in the U.S.
- There are approximately 309,000 public swimming pools in the U.S.
- Swimming strengthens the heart and lungs, works out all of the body's major muscles, and helps reduce stress

## Recommended Usage

This database would be useful to many types of businesses, such as pool product companies, manufacturers, real estate agents, home stagers, property managers, sports equipment companies, and much more.

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### 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

## Popular Selections (for additional selections please inquire)

Age	Geography	Length of Residence
Donors	Home Owner	Marital status
Ethnicity	Income	Political Party
Gender	Interests	Presence of Children

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