

American Lifestyle Pre-Planners - Funeral Planning Prospects

Total Universe: 1,665,108

Base Rate: \$85.00/M

Description Summary

Get access to individuals who have started the process of making funeral arrangements for the future for themselves and spouses, as well as for their loved ones. These consumers have purchased things like burial plots, caskets, life insurance policies, and much more, either to help their families when their own time comes, or to plan for a family member once they have passed away. The prospects included in this database have expressed an interest in purchasing these services, and are eligible for a variety of offers. Get access to the most accurate database of mailing, telemarketing, and email data available on the market.

How Our Data Is Compiled

Our American Lifestyle Pre-Planners - Funeral Planning Prospects Mailing List 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

- In 2017, about 63% of Americans acknowledged the importance of prearrangements, but only 21.4% had actually done so
- Studies indicate that end-of-life services are becoming increasingly personal, with families wanting new, unique ways to honor and celebrate the lives of loved ones

Recommended Usage

This database is recommended for a variety of products and services, such as insurance, funeral homes, finances, cemeteries, healthcare, caregiving facilities, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Net Worth
Marital Status
Presence of Children

Buying Habits
Insurance
Lifestyle

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

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