

American Lifestyle Tool Product Buyers Mailing List



Direct Marketing Solutions

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Total Universe: 2,145,872

Base Rate: \$65.00/M

Description Summary

What are the nuts and bolts of your marketing strategy? Targeted data! Build up your sales by utilizing the Tool Product Buyers mailing list. These consumers are purchasing tools such as hammers, saws, drills, and much more. In order to get the job done, this targeted group will buy specific tools and hardware that they need, whether they're completing a major re-construction, or just doing some repairs around the house. This accurate, up-to-date list provides postal, phone, and email data to help boost your targeted marketing campaigns.

How Our Data Is Compiled

Our American Lifestyle Tool 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

- The market for tools is a \$10.9 billion industry
- US demand for power and hand tools is forecast to increase 2.9 percent annually through 2018 to \$12.7 billion

Recommended Usage

This database can be useful to many marketers, such as home improvement retail stores, appliance and tool manufacturers, general contractors, real estate agents, property managers, painting contractors, interior designers, 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
Gender
Occupation
Geography

Income
Interests
Marital status
Ethnicity

Donors
Length of Residence
Presence of Children
Buying Habits

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

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