

American Express Cardholders Mailing List



Visit us online at amerilist.com

Total Universe: 10,199,108

Base Rate: \$85.00/M

Description Summary

The AmeriList American Express Cardholders mailing list is the ideal database for any marketer who is looking for a group of educated, smart, or financially savvy consumers. This file is comprised of affluent consumers and business executives who currently hold an AMEX credit card. Their average income is higher than regular consumers; most boast a higher credit score, and they are frequent travelers. These buyers have an increased buying power, which makes this database the perfect resource for many industries and markets.

How Our Data Is Compiled

Our American Express Cardholders 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

- American Express has sold approximately 110 million cards
- The average AMEX card gets about \$17,216 of spending

Recommended Usage

This database is ideal for many types of offers, including travel, finance, technology, high-end retailers, online shopping, restaurants, entertainment, 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: \$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

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Homeowner
Income
Marital Status

Presence of Children
Occupation
Lifestyle
Card Type

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

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40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com