

# Consumer Bargain Shoppers Mailing List



Direct Marketing Solutions

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**Total Universe: 21,289,315**

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

## Description Summary

These savvy and frugal shoppers are looking for the best pricing and discounts offered to them. With the Consumer Bargain Shoppers mailing list, you can segment these individuals by where they find their biggest bargains. Select from Dollar General, Wal-Mart, Family Dollar, Sears, Target, and Best Buy, and much more. Marketers can use this responsive, self-reported database to send their offers for magazine subscriptions, electronics credit cards, coupons, etc. The Consumer Bargain Shoppers database is comprised of self-reported information and is updated monthly to ensure its accuracy.

## How Our Data Is Compiled

Our Consumer Bargain Shoppers 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

- Shopping Malls outnumber high schools in America
- An estimated 2/3 of U.S. gross domestic product comes from retail consumption

## Recommended Usage

The Consumer Bargain Shoppers mailing list is recommended to a variety of markets, such as retail stores, online coupon and discount offers, supermarkets, shopping malls, apps, and 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  
Geography  
Ethnicity

Lifestyle  
Income  
Store Credit Cards  
Buying Habits

Childcare Buyers  
Clothing Buyers  
Beauty Product Buyers  
Markdowns

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

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