

# Online Buyers - Digital Dollars Mailing List

**Total Universe: 24,085,325**

**Base Rate: \$85.00/M**

## Description Summary

Are you looking to target online shoppers? These consumers are always looking for deals and online sales to make their digital shopping experience a good one. Sites like Amazon, eBay, and many retailers have made it fast and easy to make purchases online. They are extremely computer/internet savvy and are great candidates for many offers. These shoppers are browsing and purchasing online for products and services to keep their personal and professional lives thriving. This database contains information that is updated regularly for accuracy and completeness.

## How Our Data Is Compiled

Our Online Buyers - Digital Dollars 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

- 40% of internet users in the U.S. stated that they purchased items online several times a month
- Through mobile e-commerce, the U.S. generated about \$23 billion in 2016

## Recommended Usage

This mailing list is ideal for many offers, such as retail stores, technology, smartphone apps, software, catalogs, promotions, 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  
Income  
Occupation  
Marital Status  
Presence of Children

Buying Habits  
Credit Score  
Apparel  
Cosmetics  
Fragrances  
Books  
Gift Cards

Jewelry  
Music  
Movies  
Home Furnishings  
Electronics /  
Technology

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