

Direct Response Buyers

Total Universe: 897,935

Base Rate: \$85.00/M

Description Summary

Target these lucrative consumer direct response buyers from our “Active Direct Response Buyers Mailing List” with your current offers. These impulsive consumers make buying decisions based on captivating TV and Online Banner promotions/ advertising. They are credit card holders and are always looking for the next hot item. This mailing list is ideal for direct mail, telemarketing and email promotional offers, and is sure to drive your response rates to new highs. Their interest varies widely from diet and exercise, to consumer goods and home décor.

Consider the Facts

- Surveys show that DRTV (Direct Response TV viewership is on the rise.
- DRTV and Mobile are finding more synergy in the age of SEO and mobile screens
- Google is working on a technology that will personalize TV ads.

How Our Data Is Compiled

Our consumer DRTV / direct response buyers have all made a purchase as a result of DR TV promotions spots, banner ads, and online promotions. The list is updated monthly to ensure accuracy and deliverability. This entire file is processed via the NCOA on a monthly basis.

Recommended Usage

Direct response product buyers are ideal for a wide range of marketing offers including magazine, investments, consumer products, publishing, credit cards, finance, and much more. Our list is selected by product category purchased, as well as amount spent.

Market Type

U.S. Consumers

List Channels

Postal, Email, Telemarketing

Source

Direct Response Online & Offline

Geography

U.S. & CN

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

5,000 names

Net Name

Inquire

Exchanges

Inquire

Reuse

Inquire

Cancellation Charges

Inquire

Sample Mail Piece Required

Yes

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

30 Day Hotline

60 Day Hotline

90 Day Hotline

Age

Gender

Presence of Children

TV Buyers

Direct Mail Buyers

Internet Buyers

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