

# Discount, Coupons and Warehouse Shoppers

**Total Universe: 15,266,355**

**Base Rate: \$75/M**

## Description Summary

These thrifty shoppers go to the big discount warehouses where buying in bulk is less expensive. Additionally, they frequently use coupons and discount promotion offers. These thrifty consumers are concerned about saving money and receiving the best value. Most of the people on this file are families trying to save money and get the greatest offers. These thrifty shoppers can access digital advertising.

## How Our Data Is Compiled

Our Discount, Coupons and Warehouse Shoppers 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

- 94% of people use coupons and 38% buy more than they intended because they have a coupon
- 86% of middle income households look for deals
- 85% of consumers are willing to shop at multiple stores for the best deals

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to grocery stores, coupon magazines and subscriptions, food and grocery apps, delivery services and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Income  
Net Worth

Occupation  
Marital Status  
Presence of Children  
Buying Habits

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$375.00

## 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

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