

# Hashtag Instagram #Consumers

**Total Universe: 51,028,674**

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

## Description Summary

#Success #Marketing #GrowYourBusiness! Instagram is one of the most popular social media platforms today. Users share photos and comments all day long across the U.S. Our Hashtag Instagram Consumers mailing list provides data based on specific hashtags posted by Instagram users. This form of marketing could be extremely beneficial, in that it is specified to what the users are actually posting themselves. Our data is updated monthly to ensure our clients are getting the most accurate data possible.

## How Our Data Is Compiled

Our Hashtag Instagram #Consumers 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

- Over 40 billion photos have been shared on Instagram
- Engagement with brands on Instagram is 10x higher than Facebook, 54x higher than Pinterest, and 84x higher than Twitter.
- 70% of the most-used hashtags are branded

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: any major brand, retail stores, apps, travel companies, entertainment, vacation spots, automobiles, luxury brands, and much, much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Ethnicity

Dwelling Type  
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: \$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

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