

Home Improvement Subscribers



Visit us online at amerilist.com

Total Universe: 51,004,016

Base Rate: \$85.00/M

Description Summary

Fix up your marketing strategy! Our Home Improvement Subscribers database contains highly responsive consumer data for online, offline, and multi-channel marketing campaigns. This file consists of home improvement shoppers and do-it-yourselfers interested in products and services to enhance their homes, renovate their kitchens, remodel their bathrooms, add amenities to their landscapes, and indulge in the newest home entertainment technology. This mailing list is perfect for marketers trying to reach their target audience.

How Our Data Is Compiled

Our Home Improvement Subscribers 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

- In 2015, the U.S. improvement and repair costs generated about \$326.1 billion
- Building and renovating homes involves general contractors and subcontractors who build new homes and remodel existing homes.

Recommended Usage

This database is recommended for a variety of offers and promotions, such as contractors, home improvement stores, DIY apps and programs, craft stores, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Dwelling Type
Hobbies & Interests

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: \$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

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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com