

Pool Owners Mailing List



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Total Universe: 2,488,657

Base Rate: \$75.00/M

Description Summary

These active consumers are well aware of the great amount of work and maintenance that pools require. Pool owners enjoy home life, entertaining, and relaxing. They are always looking for more efficient maintenance products, safer products for their children and pets, and more entertaining options for the company they enjoy having around them. Pool owners are willing to spend their money on products that will enhance their swimming and lounging activities. Their interests include home-improvement, decorating, outdoor activities, and entertainment. This file is updated monthly to ensure accuracy and success, with a variety of selections available!

How Our Data Is Compiled

Our Pool Owners 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

- 50.6% of pools in the U.S. are In-Ground pools
- 47.1% of pools in the U.S. are Above-Ground pools
- 2.9% of pools in the U.S. are Commercial pools

Recommended Usage

This database is recommended for a variety of offers, such as retail, catalogs, pool manufacturing companies, real estate, pool cleaning services, supplies, and more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Dwelling Type

Pool Type
Presence of Children
Presence of Pets
Buying Habits

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

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