

Sweepstakes & Lottery Enthusiasts Mailing List

Total Universe: 7,281,301

Base Rate: \$85.00/M

Description Summary

Everyone likes to be a winner! AmeriList brings you the most accurate and regularly-updated list of current sweepstakes/lottery players on the market. With the AmeriList Sweepstakes Players Database, you can reach consumers that have responded to an email campaign or have registered for a website to enter a sweepstakes drawing. These consumers also sign up for contests and giveaways to win products, such as plasma screen TVs, Cars, and DVD Players. With an enhanced list of selects you will be able to target your next best prospect. Get in touch with these consumers today with mailing, telemarketing, and email data.

How Our Data Is Compiled

Our Sweepstakes & Lottery Enthusiasts 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

- Americans spend about \$70 billion a year on the lottery
- The largest amount of money ever won in the lottery was \$656 million in 2012
- The most popular type of sweepstakes is travel

Recommended Usage

This list is ideal for a variety of offers: gambling, health, insurance, investments, mortgages, software, sweepstakes, tax services, travel, weight loss, computing, credit cards, electronics, entertainment, finance, fitness, apparel, beauty, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Education Level

Ethnicity
Income
Lifestyle
Dwelling Type

Occupation
Marital Status
Presence of Children
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