

# FocusOn Inquiries - Coupons, Discounts and Deals

16,395,134  
1,393,562

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline

\$95.00/M  
+\$10.00/M

## LIST TYPE

Consumer



## Description:

The individuals on FocusOn Inquiries - Coupons, Discounts and Deals have registered online to receive money-saving coupons, discounts, and incentive-based or free offers. These cost-conscious consumers search the web for the best deals on groceries, health and beauty products, apparel, and many other products and services. They look to get the greatest value and the most satisfaction from their purchases. The consumers on FocusOn Inquiries - Coupons, Discounts and Deals are excellent prospects for insurance, catalogs, continuity clubs, discount travel/entertainment as well as to drive online and retail store traffic for sales and new products.

### Some Interesting Stats:

- Nearly two-thirds of consumers surveyed admitted that a promotion or a coupon often closes the deal.
- 54% of shoppers will purchase products left in shopping carts, if those products are offered at a lower price.
- 83% of consumers surveyed said they were somewhat likely or very likely to click on an ad offering a discount or promotion.
- Over 54 million people access daily deals (Groupon, Living Social, etc.).
- Coupons and discounts influence the purchase decision of over 71% of Internet users.

## Source:

Online

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



### Focus USA

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## SELECTS

Age	\$6.00/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

Please inquire for  
additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M