

Free Trial Discount Seekers

8,033,225 TOTAL UNIVERSE / BASE RATE \$85.00/M
1,387,767 Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

Free Trial Discount Seekers are impulse shoppers who have responded to an email, online display ad, or paid search for a free trial offer. The offers include beauty, diet, and other products. The Free Trial Discount Seekers use their credit card to pay \$4.95 to \$6.95 S&H charges in return for receiving a reward such as a restaurant discount or discount movie tickets. After the trial period, many of the consumers continue with a purchase of the product. These individuals are excellent prospects for discount/savings clubs, continuity clubs, sweepstakes, insurance, as well as to drive online traffic for sales and new products.

SELECTS

Age \$6.00/M
Credit Score Index (CSI) \$15.00/M
Ethnicity by Type \$10.00/M
Gender \$6.00/M
Income \$6.00/M
State, Zip, SCF \$5.00/M

Source:

Online Transactions

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.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

63% Female
28% Male
Median Age: 40
Median Household Income: \$41,000

ADDRESSING

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



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