

Datamatrix 2017



Shoppers World - Product Buyers

A listing of consumers by their purchasing habits. First Selection is Included in Base Price! 30% BROKER COMMISSION!



SEGMENTS

69,920,743	Total Universe / Universe Rate	\$70.00/M
6,304,620	6 Month Hotline	+ \$5.00/M
3,322,053	3 Month Hotline	+ \$10.00/M
	Apparel (Specific Types Available)	+ \$15.00/M
	Automotive Products	+ \$15.00/M
	Books	+ \$15.00/M
	Magazines	+ \$15.00/M
	Music	+ \$15.00/M
	Children's Products (Specific Types Available)	+ \$15.00/M
	Home Office Products	+ \$15.00/M
	Movies	+ \$15.00/M
	Electronics	+ \$15.00/M
	Gambling	+ \$15.00/M
	Gardening Products	+ \$15.00/M
	Health & Beauty	+ \$15.00/M
	Home Appliances	+ \$15.00/M
	Hunting Products	+ \$15.00/M
	Jewelry	+ \$15.00/M
	Luggage	+ \$15.00/M
	Membership Organizations	+ \$15.00/M
	Military Memorabilia	+ \$15.00/M
	Musical Instruments	+ \$15.00/M
	Off-Road Recreational Vehicles	+ \$15.00/M
	Pets	+ \$15.00/M
	Sports & Leisure Items	+ \$15.00/M
	Photography	+ \$15.00/M
	Event Tickets	+ \$15.00/M
	Travel	+ \$15.00/M
	Software	+ \$15.00/M
	Technology Products (Specific Types Available)	+ \$15.00/M
	Art	+ \$15.00/M
	Antiques	+ \$15.00/M
	Collectibles	+ \$15.00/M
	Donation/Contribution	+ \$15.00/M
	Crafts/Hobbies	+ \$15.00/M
	Furniture	+ \$15.00/M
	Online Purchaser	+ \$15.00/M
	Mail Order Buyer	+ \$15.00/M
	Type of Payment Used (Cash, Credit)	+ \$15.00/M

ID NUMBERS

Manager ID	232613
NextMark ID	347575
mIn ID	893351-000
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Buyers

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **01/01/2018**

DATA CARD MAINTENANCE

New To System **05/06/2008**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

1 Month Hotline	+ \$15.00/M
2nd Purchasing Behavior	+ \$15.00/M
3rd Purchasing Behavior	+ \$10.00/M
4th Purchasing Behavior	+ \$5.00/M

DESCRIPTION

'Shoppers World' provides an essential resource, allowing marketers to target consumers by past purchases and buying habits. The best way to find potential customers is to market to those who have bought similar products before. By choosing specific product types, it is possible to pinpoint an exact market based on actual purchase history. Enhanced with numerous other selections such as homeowner/renter, income, ethnicity, lifestyle/interests, presence & age of children, marital status and more, 'Shoppers World' offers unrivaled access to consumer purchasing data.

SELECTS

1 MONTH HOTLINE	\$15.00/M
2nd PURCHASING BEHAVIOR	\$10.00/M
3 MONTH HOTLINE	\$10.00/M
3rd PURCHASING BEHAVIOR	\$10.00/M
4+ PURCHASING BEHAVIOR	\$5.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
DWELLING TYPE	\$10.00/M
Education	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER/RENTER	\$15.00/M
INCOME SELECT	\$7.00/M
LENGTH OF RESIDENCE	\$15.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
Net Worth	\$25.00/M
NUMBER OF CHILDREN	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M

MANAGER
Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male	%
Female	%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

NET NAME ARRANGEMENTS
Net Name is allowed

Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

EXCHANGES
Exchange is not allowed

REUSE
Reuse is allowed

Minimum Quantity	0
Run Charge	

CANCELLATION

Charges

KEY CODING
Key Coding is available

Charges	\$3.00/M
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ADDRESSING

EMAIL	\$50.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact