

Consumer Masterfile DM

One of the most current listings of United States consumers. Available by multiple demographic variables.
30% BROKER COMMISSION!

SEGMENTS

185,681,995	TOTAL UNIVERSE / UNIVERSE RATE	\$50/M
96,418,596	Total Households	\$50/M
0	30 Day Hotline	\$15/M
0	90 Day Hotline	\$10/M
81,495,025	Mail Order Buyers	\$15/M
38,146,875	Presence of Children	\$10/M

ID NUMBERS

MANAGER	
NEXTMARK ID	212944
MIN ID	130984
SRDS ID	884956-000

MEDIA TYPE

Consumer	 
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SOURCE

Multi Sourced. Compiled lists

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE

NEW TO SYSTEM	07/09/2007
LAST UPDATE	09/09/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

THIS DATAMATRIX LISTS MASTERFILE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS ACROSS AMERICA. OUR UNIQUE DATABASE IS SOURCED FROM QUESTIONNAIRES, VARIOUS REGISTRATIONS, CENSUS DATA, AND OTHER PUBLIC AND PROPRIETARY SOURCES. WITH OVER 500 DEMOGRAPHIC AND LIFESTYLE SEGMENTS, MAILERS HAVE THE ABILITY TO TARGET A SPECIFIC CUSTOMER PROFILE. THIS LIST IS AN ESSENTIAL COMPONENT OF ANY DIRECT MAIL OR TELEMARKEING CAMPAIGN. THESE CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR MANY INDUSTRIES INCLUDING AUTOMOTIVE, CREDIT CARDS, FINANCIAL INSTITUTIONS, INSURANCE, MAIL ORDER CATALOGS AND TRAVEL.

PROFILE

Media

- Questionnaires
- Various Registrations Census Data
- Other Public and Proprietary Sources

SELECTS

AGE	\$7/M
AGE OF CHILDREN	\$15/M
CREDIT CARD (type available)	\$15/M
DONOR (type available)	\$15/M
Education	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
HOUSE VALUE	\$15/M
INCOME SELECT	\$7/M
INVESTORS	\$15/M
LIFESTYLE SELECT	\$20/M
MARITAL STATUS	\$10/M
NET WORTH	\$25/M
OCCUPATION	\$15/M
PRESENCE OF CHILDREN	\$10/M
Media	\$0/M

MANAGER

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

GENDER

MALE	50%
FEMALE	50%

AVERAGE INCOME

VALUE	0
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED	
FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED	
MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION

CHARGES

KEY CODING

KEY CODING IS AVAILABLE

CHARGES \$3/M

ADDRESSING

EMAIL \$50/F

FTP \$75/F

SPECIAL INSTRUCTIONS

CONTACTS

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