



ConsumerVision

Email Online Responder File Enhanced

300 Demographic & Behavioral Attributes

Base Price	US Direct Mail	\$ 60/M
	US Email	\$ 80/M
	US Mail & Email	\$120/M
	Telemarketing	+\$10/M

Minimum Order: \$1,000.00

The **ConsumerVision** Responder File provides information on consumers who have viewed or clicked links in category specific email solicitations. It represents consumers who have internet connectivity, and are open to establishing online relationships with Direct Marketing companies. It is ideal for Direct Marketers looking to build or expand their communication and marketing efforts through multiple channels.

The file offers over 300 demographic and behavioral attributes over and above your desired core selects. Available for Postal, Email and Telephone rental, the file enables marketers to dramatically increase response rates through targeted and relevant communications across multiple channels.

The **ConsumerVision** database is a complete source for rich and deep data content. Every month we add over 300,000 enhancements to our knowledgebase. We always have new customers for you to contact!

Selects

Age	\$ 5/M
Homeowner	\$ 5/M
Estimated Age	\$ 5/M
Income	\$ 5/M
Hotline Free	\$10/M
Phone Number	\$10/M
Ethnicity	\$10/M
Credit Cards	\$15/M
Lifestyle	\$15/M
Responder/Buyer	\$15/M

Online Response Offer Categories

Apparel
Auction
Auto Shopping
Bankruptcy
Cable/Internet Services
Computer Products
Consumer Products
Credit Cards
Debt Management
Education/Scholarships
Electronics
Entertainment
Financial/Loan Products
Food
Gifts & Collectables
Health, Beauty and Fitness
Home Business
Home Improvement
Insurance Services
Investments
Legal Services
Membership Clubs
Military
Mortgage
Research and Surveys
Sweepstakes/Premiums
Tax Services
Telecom, Long Distance
Telecom, Wireless
Travel

Sample Demographic Selects

Age
Age of Children in Household
Auto Make/Model/Year
Auto Purchase/Lease
Credit Card Presence
Email Address
Ethnicity
Dwelling Type
Gender
Gender of Children in Household
Home Purchase Year
Home Structure Year
Homeowner
Household Income
Length of Residence
Mail Order Buyer/Responder
Marital Status
Number of Children in Household
Occupation
Online Responders
Phone #
Postal Address
Presence of Children
Religion
Vehicles

Sample Ethnic Categories

African American	Serbian
Arabic	Spanish
Armenian	Swedish
Chinese	Thai
Czechoslovakian	Turkish
Danish	Ukrainian
Dutch	Vietnamese
English	Welsh
Estonian	
Filipino	
Finnish	
French	
German	
Greek	
Hungarian	
Indian	
Irish	
Italian	
Japanese	
Korean	
Norwegian	
Polish	
Portuguese	
Russian	
Scottish	

September 2007



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