



Selling Lists  
Exclusively to the  
Direct Mail Industry

DATA  
CARD

The Highest Quality, Most Responsive Mailing Lists! [www.MailersHaven.com](http://www.MailersHaven.com)

## PROPENSITY CATEGORIES

Automotive  
Communications  
Consumer Goods  
Credit Card  
Financial  
General  
Healthcare  
Insurance  
Investment  
Media  
Nonprofit  
Political  
Retail  
Technology  
Travel & Entertainment

## SPECIFICS

**Quantity of Propensities:**  
**Over 4,000+**

## PROPENSITY EXAMPLES

Price Sensitive  
Engaged in Fund Raising  
Health Enthusiasts  
Self-Directed Investor  
Contributor to the Arts  
Dines at Kids' Restaurants  
Self-Directed Investor  
Has Insurance  
through Medicare  
Theater Goer  
Has High Cholesterol  
Had a Cosmetic Procedure  
Fitness Warrior  
Likely to Buy a  
First House Soon  
Has an Unhealthy Diet

# Audience Propensities

## Description:

Audience Propensities are selects designed to predict consumer behavior, as well as product and brand affinities. They provide insight into a consumer's likelihood to respond, convert and remain loyal.

## Compilation Process:

They are a proprietary blend of demographic information, buying activity, media behavior, purchase intent, and attitudinal indicators. The Propensities data utilizes 49 different transactional and research partners, creating a very complex model that goes through a five tier validation process, making it superior to any other pre-built model on the market.

## Access:

Initially created for use by Fortune 500 companies, now they are available to small and mid-sized companies for marketing purposes. With over 4,000+ different Audience Propensities, there is one available for nearly every offer.

## How Best to use Audience Propensities:

- **As a Standalone Product** – Audience Propensities are created to consistently deliver a better response rate than other lists selects.
- **With other Audience Propensities** – Using more than one propensity can often yield even better results.
- **To Enhance your Current Selects** – Adding an Audience Propensity select can improve an already successful campaign.
- **Test Against Your Control List** - Take any past list criteria and test the results against using a propensity to determine the better ROI.

## Real Results:

Propensities have proven to increase the number of response up to 2.5x a standard demographic list. In fact, we guarantee improved results, or the Propensity is free (see [www.MailersHaven.com/props](http://www.MailersHaven.com/props) for details).