



Selling Lists
Exclusively to the
Direct Mail Industry

DATA
CARD

The Highest Quality, Most Responsive Mailing Lists!

www.MailersHaven.com

PROPENSITY CATEGORIES

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

*Mailers Haven sells
over a billion records
annually to mail shops,
printers, agencies, brokers
and other list resellers.*

SPECIFICS

**Total Quantity of
Propensities: 3,978**

PROPENSITY EXAMPLES

Engaged in Fund Raising
Price Sensitive
Leisure Time Spent Baking
Investment in Last 12 Months
Obtains Medicare Insurance
Affinity to Purchase Honda
Gadget Grabber
Has Long-term Health Insurance

Audience Propensities

Fundamentally changing the way you purchase data...

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, transactional, media behavior, purchase intent, and attitudinal indicators. This model is compiled with data provided by 49 different industry leading research and transactional data partners, making it superior to any other pre-built model on the market.

Access:

First introduced to Fortune 500 companies, Audience Propensities scored great results. Now they are available for the first time to small and mid-sized companies. Nearly 4,000 Audience Propensities means that they can be used for all kinds of offers.

How Best to use Audience Propensity:

- **As a Standalone Product** – Audience Propensity has been created to consistently deliver higher results compared to other lists with similar counts and geography.
- **With other Audience Propensities** – Often using more than one propensity yields even higher response.
- **Use to Enhance your Current Selects** – Adding Audience Propensity has been known to improve an already successful campaign.

Mailing Lists | Data Cleansing & Enhancement | MyLeads RFQ Service

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