

**Description Summary**

Identify and target your senior citizen prospects online. Our permission-based senior email list offers marketers the ability to create a customized, digital direct marketing campaign to enable you to have a two-way conversation with today's active seniors. If you think seniors are not technology savvy, consider the research. Studies show that seniors, baby boomers, and mature adults make up a rapidly growing segment of computer, Internet, smartphone and tablet users – not to mention the fact that more than 50% of seniors online today are active on social media, such as Facebook. Some segments of the senior population even consider themselves to be heavy Internet users. If you are not incorporating digital marketing, like email, into your marketing mix, you may be missing this very lucrative segment of the senior population.

**How our Data is Compiled**

Senior Source lists are built using more sources than any other senior database in the United States. Our data is generated from a variety of sources, including phone directories, surveys, U.S. Census Data, voter registration, product and warranty information, credit card transactions, mail order purchases, real estate, and magazine subscriptions, as well as deed and transactional data. To ensure accuracy, we update our lists monthly through USPS® National Change of Address (NCOA) and CASS Certification.

Our permission-based senior emails are guaranteed to be delivered into your prospects' inboxes, not their junk mail folders. We are proud to say that we offer 100% email delivery. This is an important part of our process and is achieved successfully as a result of our permission-based email compilation and deployment technology.

**Consider the Facts**

- The median income for seniors last year was \$27,707 for males and \$15,362 for females.
- The median income for households headed by seniors rose 2% from 2010 to 2011.
- Social Security constitutes 90% or more of the income received by 36% of beneficiaries in 2010.

**Recommended Use**

Our Confirmed Opt-In U.S. Senior Citizens list is ideal for a variety of offers, including insurance, annuity, long-term care products, estate and retirement planning, health care, Medicare, construction, real estate, leisure and hospitality, hotels, travel, magazine subscriptions, catalogs and retail offers.

**Popular Selections** (for additional selections please inquire)

Age	Gender	Residence	Auto Owners	Income	New Movers
Location	Contributions	Religion	Phones	Pet Owners	Hobbies / Interests
Ethnicity	Grandparents	Wine Lovers	Homeowners	Net Worth	Mail Order Buying
Credit Card Use	Heads of Household	Boat Owners	Sweepstakes	Travel History	Marital Status

Contact Your Senior Source Representative For More Information: 800.882.9930

**Market Type**

B2C, U.S. Senior Consumer

**List ID**

ALD826

**List Channels**

100% Confirmed Opt In Email

**Source**

Multisource Self-Reported Internet Data

**Output Options**

Inquire

**Update Cycle**

Monthly

**Minimum Order**

Quantity: 12,000  
 Price: \$1,500

**Net Name**

Floor: 85%  
 Minimum Quantity: Inquire  
 Run Charges: Flexible

**Exchanges**

Available

**Reuse**

Available 50%

**Sample Mail Piece Required**

**Cancellation Charges**

All orders canceled before deployment will be billed at 50% of the original order, in addition to any applicable shipping charges.

**Commission**

20% commission will be paid to registered agencies and brokers. Volume discounts are available.