Bulk Mail Guru
TARGETED DIRECT MAIL | EVERY DOOR DIRECT MAIL

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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

Target consumers with the greatest likelihood to take action.

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.