

Reach Active Online Holiday Shoppers



The Active Holiday Online Shoppers file is comprised of individuals and families who take full advantage of online retail opportunities for their holiday shopping.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Active Holiday Online Shoppers File** is comprised of individuals and families who take full advantage of online retail opportunities for their holiday shopping. These savvy shoppers know that the best deals are found online and seek out sales opportunities that retailers implement to offer such deals. These online shoppers start early, with shopping activity occurring from Labor Day throughout the full holiday season.

These shoppers also take full advantage of online offers and exclusives for all holidays, including Halloween costumes and decorations, Thanksgiving items, and of course a full range of gifts, cards, decorations and festive products to celebrate Christmas, Hanukkah, Kwanza and all holidays within the related time period. The file contains detailed demographic information for shoppers who purchase a variety of items include holiday gift baskets, experiences gifts such as spa and event tickets, apparel and accessories, cosmetics and beauty, holiday travel, electronics, music and entertainment, toys and games, gift cards and much more.

The file also contains detailed demographic information regarding age, gender and number of children in the household to directly reach the correct market for targeted offers to parents based on the age and gender of their children.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
 Email: info@eTargetMedia.com
 Web: www.eTargetMedia.com

ID Number	312152
Universe	11,772,015
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	08/26/2011
Counts through	01/18/2013
Selects	
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K	
NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K	
NAMES -	500.00 /F

> Targeted, Effective Results!
 Targeted, Effective Results!

