

## Reach Smart Phone Owners



The American Smartphone Owners file is comprised of individuals who own smart phones and who rely on their devices to remain connected at all times.

Segments	Price
Email	\$100.00 /M
Postal	\$100.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$150.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

### Description

The **American Smart Phone Owners File** is comprised of individuals who own smartphones and who rely on their devices to remain connected at all times. Many of these subscribers are not only smartphone owners, but have made their phone an integral part of their lifestyle using it for everything from checking their social network pages to managing their finances.

The smartphone is a source of entertainment, data, business information, financial tools and much more. Recipients check everything from sports scores to stocks. This file is ideal for offers pertaining to technology, shopping, social networking, travel, music and entertainment, investments, smart phone accessories from home and auto, service plans, and much more.

This increasingly popular method of marketing sends a brief SMS message to consumer's cell phones where they can be reached almost any time! This new service will take your next multi-channel marketing strategy to the next level. The mobile phone numbers available for SMS campaigns are 100% opt-in.

From the email file, you have the ability to select owners of specific smart phone type, including iPhone owners, BlackBerry owners, Droid owners, Samsung Galaxy owners and HTC owners. (Postal data is not available with the phone type select). Due to the real time nature of smart phone technology, reach new potential customers who will received your offers virtually instantaneously!

### Contact Us For More Information

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<b>ID Number</b>	300890
<b>Universe</b>	19,492,536
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	01/17/2011
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	No charge
Income	No charge
Lifestyle Interest	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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!

