

Datamatrix 2017



Shoppers World - Apparel Buyers

A listing of consumers by the type of apparel purchased in the last 12 months. 30% BROKER COMMISSION!



SEGMENTS

30,579,250	Total Universe / Universe Rate	\$70.00/M
14,311,219	Last 6 Month Buyers	+ \$5.00/M
7,031,143	Last 3 Month Buyers	+ \$10.00/M
2,141,645	Last 1 Month Buyers	+ \$15.00/M
11,942,003	Women's Apparel Buyers	+ \$15.00/M
1,185,946	Petite Women's Apparel Buyers	+ \$15.00/M
4,220,584	Plus Size Women's Apparel Buyers	+ \$15.00/M
3,186,707	Young Women's Apparel Buyers	+ \$15.00/M
4,814,705	Men's Apparel Buyers	+ \$15.00/M
891,192	Big & Tall Men's Apparel Buyers	+ \$15.00/M
1,423,519	Young Men's Apparel Buyers	+ \$15.00/M
1,851,797	Children's Apparel Buyers	+ \$15.00/M
1,062,797	Infant & Toddler's Apparel Buyers	+ \$15.00/M

ID NUMBERS

Manager ID	
NextMark ID	393972
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Compiled lists, Buyers

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/01/2013
New to Manager	10/01/2013
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	10/01/2013
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

'Shoppers World- Apparel Buyers' provides an essential resource, allowing marketers to target consumers by clothing type purchased in the last 12 months. The best way to find potential customers is to market to those who have bought similar products before. By choosing specific apparel types, it is possible to pinpoint an exact market based on actual purchase history. Enhanced with numerous other selections such as homeowner/renter, income, ethnicity, lifestyle/interests, presence & age of children, marital status and more, 'Shoppers World- Apparel Buyers' offers unrivaled access to consumer purchasing data.

SELECTS

1 MONTH HOTLINE	\$15.00/M
3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
DWELLING TYPE	\$10.00/M
Education	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER/RENTER	\$15.00/M
INCOME SELECT	\$7.00/M
LENGTH OF RESIDENCE	\$15.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
Net Worth	\$25.00/M
NUMBER OF CHILDREN	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M

AVERAGE INCOME

Value	\$65,000.00
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MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

MANAGER
Datamatrix Lists
<http://www.datamatrixlists.com>

Minimum Quantity **0**
Run Charge

GENDER

Male **50%**
Female **50%**

CANCELLATION

Charges

KEY CODING

Key Coding is available
Charges **\$3.00/M**

ADDRESSING

EMAIL **\$50.00/F**
FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact