

<Convergence List Series >

Convergence Cellular and Wireless Buyers

Count 529,692 records; 411,513 male, 77,398 female, 40,781 unknown gender; 100% 3-line residential addresses.

Buyer Profile This multi-sourced list consists of direct response buyers voice and wireless communications products. They have purchased cell and PCS phones, alphanumeric and two-way pagers, wireless e-mail devices, PDAs (personal digital assistants, Palm OS and Microsoft Pocket PC), and wireless modems and connectivity solutions for their PDAs. These communications junkies are from the fields of sales, marketing, field service, construction, general contracting, appraisal, real estate, computing/information technology, finance, accounting, taxation, law, engineering, architecture, medicine, and other health-related fields. These modern communicators have purchased via direct response display advertising, direct mail, and Internet e-commerce. Convergence Personal Communications Buyers are in constant contact with the new economy, messaging by day and surfing by night. The market for personal communications is skyrocketing — reach out and join it.

List Applications — Technology Wireless modems and Internet services, cellular/PCS phones, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), tablet PCs and Web pads, personal web hosting, ASPs (application service providers), instant messaging, presentation graphics software, SFA (sales force automation) software, CRM (customer relationship management) software and web services, digital radio services, digital multimedia hardware, software, and services.

List Applications — Financial Brokerage firms, mutual funds, online research, online financial data and news, investment newsletters, online banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, mortgages, credit cards, affinity cards, and smart cards.

List Applications — Health and Education Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

List Applications — Lifestyle Airline, hotel, and rental car offers, luggage, briefcases, and travel accessories, vehicles, trucks, and boats, vacations, premium goods including gourmet foods, wines, spirits, fragrances, and confections, casual apparel and accessories, sports and camping equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, gaming consoles and accessories, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$95/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$43,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 35,000 new records per month.

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