



Online Shoppers Database

TOTAL RECORDS: 37,000,000 **BASE PRICE:** Ask Your Rep Today!
EMAIL RECORDS: Contact for Universe Today!

With 37 million online consumers available from Cobalt Media, our clients are sure to find a vast number of recipients ready to receive their message. Cobalt Media provides you with more than just data. Our lists are constantly updating, ensuring not only a wide selection of prospects, but those that you can count on that will produce responses to your offer. By utilizing Cobalt Media’s many demographic selection options, finding the perfect prospect has never been easier.

Our Online Shoppers Database is one of our most dynamic files. This consumer database consists of individuals who have self reported that they are online consumers, make online purchases, and/or have opted in to receive consumer offers. Sourced from permission-based consumer websites these consumers actively search for and buy products via the internet making them great prospects for a variety of offers. With Cobalt Media’s Online Shopper database, the marketing possibilities are endless! These consumers are receptive to a vast amount of products and services.

Online Shoppers – Products:

- Apparel
- Books & Music
- Automobiles
- Children’s Items
- Computers
- Crafts/Sewing
- Electronics
- Entertainment
- Sporting equipment
- Gourmet Food
- Gourmet Wine
- Health/Fitness
- High Ticket buyers
- Housekeeping
- Kitchen/Décor
- Magazines
- Outdoor/Gardening
- Outdoor/Recreation
- Pet supplies
- Photography
- Sports Cards
- Collectibles
- Stamps/Coins

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- Home Owners
- Renters
- Zip Code/City/State
- Household Income
- Age/Date of Birth
- Voting Behavior
- Income
- Martial Status
- Gender
- Presence of Children
- Presence of Pets
- Ethnicity
- Special Hobbies
- Credit Card Holder
- Investors
- Net Worth
- Telephone Numbers
- And Many Others

SELECTIONS:

- 3 Month Hotline: \$10/M
- Geography: \$5/M
- Investment Type: \$5/M
- Income: \$5/M
- Net Worth: \$5/M
- Age: \$5/M
- Gender: \$5/M
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.