



CONSUMERS WITH AILMENTS

Postal and Email Lists

OVER 45 MILLION CONSUMER AILMENT POSTAL ADDRESSES WITH OVER 20 MILLION EMAILS

DESCRIPTION

Redi-Data delivers the most comprehensive list of self-reported ailment sufferers, from the most common conditions to hard-to-find illnesses. Target your prime leads with pinpoint accuracy, with dozens of available selects such as ailment, address, age, ethnicity, income, education, marital status, occupation, and much more. Whether you choose postal records, email records, or both, our data experts provide free consultation to build the perfect list.

FEATURES

- Over 45 Million postal addresses and over 20 Million email addresses
- Email deployment through Redi-Data or may be licensed
- Dozens of ailment selects
- Updated monthly

SOURCE

Derived from direct response postal and email marketing, driven by merchant specific offers

SELECTIONS

BASIC SELECTIONS:

- Ailment
- Geography
- Age
- Ethnicity

DEPLOYMENT SERVICE PACKAGE

EMAIL DEPLOYMENT: Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment form. Additional charges apply for specialized graphics including oversized email messages.

EMAIL REPORT: Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the “Reply to Clicks” are not captured in the report, but can be redirected to an email address of your choice.)

URL TRACKING (Clickthroughs): Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

TURNAROUND TIME: 3-5 days after receipt of your email message and list owner approvals.

AILMENTS AVAILABLE:

- Acne
- ADHD (formerly ADD)
- Allergies
- Alzheimer's
- Anxiety
- Arteriosclerosis
- Arthritis
- Asthma
- Back Pain
- Bladder
- Blood Pressure
- Breast Cancer
- Bronchitis
- Cancer
- Chronic Bronchitis
- Cholesterol
- Chronic Pain
- COPD
- Carpal Tunnel Syndrome
- Dandruff
- Depression/Anxiety
- Diabetes
- Diet
- Eczema
- Emphysema
- GERD/Acid Reflux
- Gingivitis
- Glasses
- Heartburn
- High Blood Pressure
- High Cholesterol
- Hearing Problems
- Hair Loss
- Heart Disease Or Attack
- Impotence/ED
- Insomnia
- Impaired Vision
- Medicaid/Disability
- Migraines Or Headaches
- Multiple Sclerosis
- Nasal Allergies
- Obesity
- Osteoporosis
- Prostate Disorders
- Psoriasis
- Rheumatism
- Snoring
- Spinal Injury
- Ulcerative Colitis
- Wheelchair Rx
- More Available...

ADDITIONAL EMAIL SERVICES

PERSONALIZATION: Personalize each email message with the individual's name.

PIN NUMBERS (Personal Identification Numbers):

Validated unique identification numbers to each individual email message.

DATABASE MATCHING: We can match a client supplied file to our email database and select the matched records for email deployment.

DATABASE MATCH EMAIL FLAG: Supply a client's file back to them with a flag indicating which records have an email address.

NON-AUTHORIZED/NON DELIVERABLES: Provide the non-authorized/non-Deliverables from an email deployment for client supplied files.

SUPPRESS FILE: We can suppress a client supplied file of emails.

ANALYSIS FILE: After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of “clickthroughs” and removes. (Additional fees apply.)

CONSUMERS WITH AILMENTS

POSTAL LIST RENTAL / SELECTION CHARGES

POSTAL OPTIONS

List Use	\$150 per thousand
Minimum Order	\$350

SELECTION OPTIONS

Children Age/Gender	\$ 5 per thousand
Phone Number	\$10 per thousand
Ethnicity/Religion	\$10 per thousand
Language	\$10 per thousand

OUTPUT OPTIONS

FTP	\$75 flat
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Additional List Service/Output Charges may apply depending on order. Please inquire for a price quote.

EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
DEPLOYMENT	Basic	Deployment Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.	One time use	\$200	M	\$750
			Two time use	\$300	M	
			Three time use	\$400	M	
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Deployment) OPTIONS	Creative	Personalization	Personalization per occasion	\$75	EACH	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		Pin Numbers	Validate unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
BACK-END (Post-Deployment) OPTIONS	CAN-SPAM Compliance	Provide Non-Authorized Emails	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	\$500	FLAT	\$500

View and run counts on our free online count system at ama.redicounts.com

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