



Dundee  
Data

# Data Card

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## Whole Life Insurance Policy Owners + Responders

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402-884-6716

This premium marketing data is an assemblage of high income, typically generation X (age 30-50) audience who have whole life insurance and are not satisfied with their current policy or wish to add coverage, or they have made a qualified inquiry to purchase a whole life policy. Self-reported data indicates that these active insurance seekers are attracted to policies offering cash value, liquidity, guarantees and tax saving benefits. These qualified insurance shoppers are interested in coverage typically in the \$100,000 to \$500,000 range. These affluent individuals are also willing to incur the associated premiums for these key features and advantages. Optional opt-in email addresses and do-not-call suppressed home telephone numbers are also available with this premium mailing list, and all marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

Total Whole Life Insurance Policy Owners = 2,842,811

With Phone Numbers (DNC Suppressed) = 243,297

Opt-In Email Addresses = 1,338,964

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Pricing is based on quantity and selects please contact representative for further details

Sources:

Investment Questionnaires

Telemarketing

Direct Mail

Opt-In Email

Seminar Attendees

Insurance Questionnaires

Surveys

Subscriptions

Proprietary Data

