

MaxConsumer - Retail Buyers

SEGMENTS		
Segment Name	Segment Count	Rate
Total Universe / Universe Rate	100,000,000	\$100.00/M
Buyer Monthly Buyer	99,000,000	\$120.00/M
Buyer Monthly Responder	65,000,000	\$120.00/M
Buyer Online Purchase Indicator	3,524,800	\$120.00/M
Buyer Membership Clubs	6,012,000	\$120.00/M

MEDIA TYPE
Consumer
Email, Postal, Phone

DESCRIPTION

MaxConsumer powered by Anchor. The retail industry gains an unprecedented advantage in understanding consumer behavior, refining marketing efforts, and optimizing product offerings. With deep insights into buying patterns, brand preferences, and spending habits, retailers can segment consumers by interests such as apparel, home improvement, health and beauty, sports, collectibles and specialty products. This level of precision allows companies to personalize promotions, anticipate demand, and drive higher engagement with their target audience. Whether catering to fashion-forward shoppers, bargain hunters, or luxury buyers, MaxConsumer empowers retailers to tailor campaigns that resonate with customers and increase conversion rates. Additionally, the ability to track purchase frequencies and cross-category shopping habits helps businesses identify new opportunities for growth, product expansion, and customer retention strategies.

SOURCE
Compiled lists, Opt-in e-mail

GEOGRAPHY
USA

OPT-IN
Opt-in

SELECTS		Rate Units (N/C)
Description		
AGE		\$15.00/M
GENDER		\$5.00/M
GEO		\$15.00/M
HOUSEHOLD INCOME		\$15.00/M
EMAIL		\$20.00/M
PHONE NUMBER		\$20.00/M

Contact:
Steven Stolls | Anchor Computer, Inc.
Senior Vice President, Sales
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AVERAGE INCOME	
Value	
	not available

GENDER	
Male	45.00%
Female	55.00%

MINIMUM ORDER	
Minimum Quantity	5,000
Minimum Price	\$500.00

REUSE	
Please inquire	

CANCELLATION	
Charges	
	\$150.00/F

KEY CODING	
Key Coding is available	
Charges	
	\$5.00/M

ADDRESSING	
Name	Rate
FTP	\$50.00/M
EMAIL	\$50.00/M

IDENTIFICATION CODES	
NextMark ID	256306
mln ID	348824
SRDS ID	

MAINTENANCE	
Market Entry	03/26/2009
Counts Through	03/03/2025

DATA CARD MAINTENANCE	
New To System	01/28/2009
Last Update	03/17/2025
Next Update	06/03/2025
Update Frequency	QUARTERLY

NET NAME ARRANGEMENTS	
Please inquire	

EXCHANGES	
Exchange is not allowed	