



Business Travel and Entertainment Rewards Cards Users by Marigold

Marigold's Business Travel and Entertainment Rewards Card Users file targets affluent, frequent-traveling professionals with high discretionary spending, delivering a highly engaged audience ideal for driving response and maximizing ROI.

SEGMENTS		NEXTHMARK ID		281954	
2,443,023	TOTAL UNIVERSE / UNIVERSE RATE	\$80/M	MIN ID	151413	
			SRDS ID		
			MEDIA TYPE		
			Business		
			SOURCE		
			Multi Sourced, Direct response, Compiled lists		
			GEOGRAPHY		
			United States		
			OPT-IN		
			DATA CARD MAINTENANCE		
			LAST UPDATE	1st of the Month	
			NEXT UPDATE	1st of Next Month	
			UPDATE FREQUENCY	Monthly	

DESCRIPTION

Marigold's Business Travel and Entertainment Cards users target affluent, on-the-go professionals. This audience consists of executives, business owners, and frequent travelers who actively use rewards-based credit cards for airfare, hotels, dining, and client entertainment indicating high discretionary spending and strong brand engagement. Leverage this targeted audience of Business Travel and Entertainment Rewards Cards users now to drive measurable response and maximize ROI for your next campaign!

PROFILE

SELECTS		AVERAGE INCOME	
JOB TITLE	\$5/M	VALUE	0
PHONE NUMBER	\$5/M	MINIMUM ORDER	
HOTLINE	\$5/M	MINIMUM QUANTITY	0
GEO	\$5/M	MINIMUM PRICE	\$500
SIC	\$5/M	COMMISSIONS	
INCOME SELECT	\$5/M	BROKER	20%
GENDER/SEX	\$5/M	AGENCY	15%
AGE OF CHILDREN	\$5/M	NET NAME ARRANGEMENTS	
AGE	\$5/M	NET NAME IS NOT ALLOWED	
MARITAL STATUS	\$5/M	EXCHANGES	
LIFESTYLE SELECT	\$5/M	EXCHANGE IS NOT ALLOWED	
HOME OWNER	\$5/M	REUSE	
DATE OF BIRTH	\$5/M	REUSE IS NOT ALLOWED	
ETHNICITY	\$5/M	CANCELLATION	
MANAGER		CHARGES	\$0/M
Marigold Technologies		KEY CODING	
http://www.marigoldtech.com		KEY CODING IS AVAILABLE	
GENDER		CHARGES	\$10/M
MALE	0%	ADDRESSING	
FEMALE	0%	P/S LABELS	\$20/M
		MAG TAPE	\$50/F
		EMAIL	\$50/F
		CHESHIRE LABELS	\$20/M
		CD ROM	\$50/F
		CARTRIDGE	\$50/F
		FTP	\$50/F
		3 X 5 CARDS	\$20/M

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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* = PRIMARY CONTACT