

Alesco CPG Buyers of Major Brand Dental Care Products

The Buyers of Major Brand Dental Care Products list reaches over 29 million consumers using debit or credit cards to purchase products like toothpaste and mouthwash from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers of oral hygiene products that reduce cavities, whiten teeth, and clean dentures.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

SEGMENTS

14,881,852	Total Universe / Universe Rate	\$175.00/M
39,608,888	Email	\$250.00/M
10,920,963	Postal	\$175.00/M

MAINTENANCE

Market Entry	10/28/2020
New to Manager	10/28/2020
Counts Through	10/28/2020

DATA CARD MAINTENANCE

New To System	10/28/2020
Last Update	10/28/2020
Next Update	11/27/2020
Update Frequency	MONTHLY

DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand products to whiten their smiles and freshen their breath. Part of their daily grooming regime, this audience regularly brushes their teeth to prevent tooth decay, keep gums healthy and reduce tartar and plaque. When they find a brand that delivers results, they are quick to become brand loyal and return to that brand time and again for future purchases. They spare no expense to have a smile that gives them a boost of confidence at work and social settings. They visit their dentist for annual exams and purchase dental services to straighten teeth, insert implants, and perform cleanings. This audience is receptive to brand name products that offer discounts, coupons, free samples and more.

Name Brands: Aim, Aquafresh, Arm & Hammer, Butler GUM, Close Up, Colgate, Crest, Dr. Georges, Efferdent, Listerine, Mentadent, Natural White, Optiwhite, Oral B, Pepsodent, Plax, Plus + White, Polident, Sensodyne, Toms of Maine, Reach, Rembrandt, Scope, Sonicare

Products and Services Purchased: Lifestyle magazines, rinse aids, toothbrushes, floss, fluoride, mouthwash, whitening strips, bleaching gel, electric toothbrushes, breath mints, toothbrush cleaning systems, dental tape, soaps, hygiene products, personal care products, cosmetics.

List Purchasers: Publishers, dentists, dental hygienists, pharmaceuticals, drug store merchandisers, vitamin and supplement providers, food and beverage suppliers, and credit card issuers.

SELECTS

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES**Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity

0

Run Charge

CANCELLATION

Charges

KEY CODING**Key Coding is not available****ADDRESSING****SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:

\$10/per thousand per brand Minimum – \$2500.00

Email CPM –\$250/per thousand Minimum- \$2000.00

Mail Piece Required