

Alesco CPG Buyers of Major Brand Ice Creams

The Buyers of Major Brand Ice Cream list reaches 25 million consumers using debit or credit cards to purchase products like chocolate ice cream and orange sherbet 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 for frozen, sweet treats enjoyed for dessert or on a summer afternoon.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

SEGMENTS

| | | |
|------------|--------------------------------|------------|
| 33,706,848 | Total Universe / Universe Rate | \$175.00/M |
| 8,825,437 | Email | \$250.00/M |
| 24,881,411 | 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 ice-cream in pints and quarts, ice cream bars, ice cream sandwiches, gelatos, sorbets and frozen yogurts. Whether enjoying a mint chocolate-chip cone or making a float from root beer and scoop of vanilla, adults and children alike enjoy the tasty, frozen dessert. They select from hundreds of ice cream flavors often complemented with nuts, fruit, cookie dough, and more. They eat ice cream in the comfort of their home and attend ice cream socials with friends and neighbors. This audience also orders ice-cream from restaurants and frequent ice cream parlors for a waffle or sugar cone. They buy related products like popsicles, ice cream cakes and syrups and are receptive to offers from brands providing discounts, coupons, and free samples.

Name Brands: Baskin Robbins, Ben & Jerry, Blue Bell, Blue Bunny, Breyers, Dairy Queen, Deans, Dove, Dreyers, Edys, Friendlys, Godiva, Haagen Dazs, Healthy choice, Kemps, Mayfield, Nestle, Sealtest, Starbucks, Turkey Hill, Weight Watchers,

Product Purchases: Lifestyle and food magazines, ice cream cones, ice cream scoops, toppings, fruits and nuts, bowls, candy sprinkles, silverware, glassware, frozen foods, freezers, beverages, kitchen appliances

List purchasers: Publishers, food and beverage providers, ice cream manufacturers, houseware providers, ice cream shops, restaurants, confectionaries, frozen dessert manufacturers, and credit card issuers.

SELECTS

AVERAGE INCOME

Value **not available**

GENDER

| | |
|--------|---|
| Male | % |
| Female | % |

MINIMUM ORDER

| | |
|------------------|-------------------|
| Minimum Quantity | 5,000 |
| 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