



# Active Email Openers Make the Best Leads

Reach responsive consumers who actively open emails on their desktop, laptop, and mobile devices. This audience engages with 15 emails or more every day with many converting into actual paying customers.

**20 Million**

Uniques per Day

40% email openers  
60% web form submits

**100 Million**

Engagements per Day

Plus, you can select by age, date of birth, gender, income, spending habits and more - and execute the data in digital, direct mail and email advertising.

Target this audience for all kinds of offers including credit cards, books and magazines, games and entertainment, pets, office products and equipment, computers, education, online shoppers, insurance and more.

\* Compared to other leading sources.

## Popular categories of interest include:

- Shopping
- Internet Services & Technology
- Personal Finance & Insurance
- Entertainment Family & Relationships
- News & Politics
- Pop Culture & Music
- Video & Computer Gaming

## Top Use Cases:

- Email Targeting
- Lead Generation
- Reactivation
- Validation
- Channel Linkage
- ID Graph
- Domain Targeting

