



DataMasters Expands Swimming Pool Owner Mailing List Offerings to Support Businesses Targeting Homeowners Nationwide

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DataMasters has announced the expansion of its swimming pool owner mailing list offerings, providing businesses with broader access to homeowner data intended to support direct mail campaigns targeting residential swimming pool owners across the United States. The expanded database is designed to provide additional geographic coverage and more detailed homeowner information for organizations seeking to reach households with swimming pools during a period when seasonal maintenance, equipment upgrades, and outdoor property improvements remain active across many regions. The expansion reflects continued demand for audience-specific mailing data that supports targeted communication rather than broad, untargeted distribution.

The expanded swimming pool owner mailing list is available through DataMasters and is intended for organizations conducting direct mail campaigns focused on residential pool owners. Additional information about the expanded database can be found through DataMasters, where businesses can review available swimming pool owner mailing list options and homeowner targeting capabilities. The updated offering includes broader nationwide coverage and additional data selection options intended to support a variety of

marketing objectives while helping businesses focus mail distribution on relevant residential audiences.

Residential swimming pools continue to represent a specialized segment of the homeowner market that supports a wide range of products and services throughout the year. Property owners with swimming pools often require recurring maintenance, seasonal inspections, equipment replacements, renovation projects, safety upgrades, landscaping improvements, and outdoor living enhancements. Because many of these services involve recurring schedules or long-term property investments, businesses frequently seek methods that allow marketing efforts to be directed toward households with known characteristics rather than relying on general advertising.

Late summer is often considered an important planning period for many businesses serving swimming pool owners. Pool service providers may begin preparing maintenance schedules for changing seasonal conditions, while equipment suppliers frequently introduce replacement products before cooler weather arrives in many regions. Contractors specializing in decking, fencing, lighting, outdoor kitchens, patio construction, and related home improvement services may also begin communicating with homeowners regarding projects that can be completed during the autumn months. The expanded database is intended to support these planning efforts by providing businesses with access to homeowner mailing information aligned with their campaign requirements.

The updated pool owner mailing list offering includes multiple targeting options that allow businesses to define audiences according to geographic preferences and homeowner characteristics. Campaigns may be structured using state, county, city, ZIP Code, or other geographic parameters depending on marketing objectives. Additional homeowner variables may also be available to help businesses identify residential audiences that align with particular campaign strategies while maintaining flexibility for organizations operating within local, regional, or national markets.

Direct mail continues to serve as a communication channel that allows businesses to deliver printed marketing materials directly to residential addresses. Unlike many digital advertising platforms that rely on changing algorithms or online user activity, physical mail reaches households through established postal delivery networks. For businesses seeking to communicate with property owners regarding seasonal maintenance, equipment upgrades, renovation services, or other residential offerings, direct mail provides an approach that can be planned, measured, and coordinated alongside broader marketing activities.

The expanded swimming pool owner database has been developed to accommodate businesses across multiple industries that routinely serve residential pool owners such as: pool cleaning companies, maintenance providers, chemical suppliers, equipment retailers, home improvement contractors, landscape

professionals, outdoor living specialists, safety product suppliers, and other organizations. These businesses may use targeted homeowner mailing data when planning direct mail campaigns intended to introduce services, announce seasonal offerings, or maintain communication with existing market segments. The broader geographic coverage is intended to support businesses operating within individual communities as well as those managing larger regional or nationwide marketing initiatives.

According to David Rickenbacher, owner of DataMasters in Flower Mound, Texas, "The expansion of the swimming pool owner mailing list reflects ongoing demand for more precise homeowner targeting across multiple regions. Businesses increasingly seek mailing data that allows campaigns to focus on households that are relevant to the products and services being offered rather than relying on broader residential marketing."

Rickenbacher noted that mailing data continues to play an important role within integrated marketing strategies because businesses often combine direct mail with digital outreach, customer relationship management programs, and seasonal marketing calendars. "Many organizations continue to incorporate direct mail alongside other communication channels because it allows marketing materials to reach homeowners through a consistent and established delivery method," Rickenbacher said. "The objective is to provide businesses with data that supports more focused campaign planning."

The expansion also reflects broader interest in audience segmentation across residential marketing initiatives. Rather than distributing promotional materials to large general populations, many businesses seek mailing data that enables campaigns to be directed toward households sharing identifiable property characteristics. Swimming pool ownership represents one such characteristic that may help organizations develop more focused marketing efforts while reducing unnecessary mail distribution to households outside the intended audience.

The swimming pool owner mailing list is intended to support organizations with varying campaign sizes and geographic requirements. Some businesses may concentrate on neighborhood-level outreach within selected ZIP Codes, while others may require broader regional or multi-state coverage. The expanded database has been developed to accommodate these differing campaign structures while providing consistent homeowner mailing information that can be integrated into direct mail planning throughout the year.

According to Rickenbacher, maintaining flexibility remains an important consideration as businesses continue adjusting marketing strategies in response to changing customer demand. "Businesses often require different levels of geographic targeting and homeowner selection depending on the markets they serve," Rickenbacher said. "Expanding available coverage and selection options allows mailing campaigns to be structured according to individual business objectives rather than following a single standard approach."

The announcement forms part of DataMasters' continuing efforts to expand specialized consumer mailing data available to businesses operating across a range of industries. By increasing available coverage for swimming pool owner records and supporting additional homeowner selection criteria, the company seeks to provide businesses with mailing data that aligns with evolving direct mail planning requirements and seasonal marketing schedules. Businesses evaluating residential outreach opportunities may also review additional information regarding the swimming pool owner mailing list by visiting <https://www.datamasters.org/mailling-lists/pool-database-mailling-lists/>

DataMasters provides consumer and business mailing data solutions intended to support organizations developing targeted direct mail campaigns throughout the United States. Additional information regarding available mailing list products, consumer databases, and industry-specific data solutions is available by visiting. Businesses seeking information about the expanded swimming pool owner mailing list and related homeowner targeting options are encouraged to contact DataMasters for additional details regarding available data selections and campaign planning resources.

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For more information about Datamasters, contact the company here: Datamasters David Rickenbacher (469) 549-1800 sales@datamasters.org DataMasters 5810 Long Prairie Rd # 700-178, Flower Mound, TX 75028 (469) 549-1800

Datamasters

Datamasters is a direct marketing agency that provides a wide range of direct response marketing products and services to businesses engaged in ?business to consumer? and ?business to business? sales and marketing.

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