



TARGETING



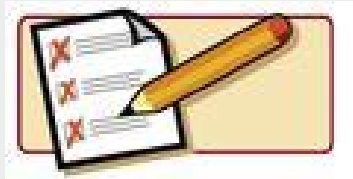
DATA



DIRECT SALES

June 2010

Fragebogenreagierer Telekommunikation



Quantity/Price

Participants 0-12 month	58.000	DM	190,-/1.000
Telemarketing 0-12 month	58.000	TM	1.000,-/1.000
E-mail-marketing 0-12 month	58.000	E-mail	400,-/1.000
SMS-marketing 0-12 month	58.000	SMS-marketing	on request -/1.000

Profile

These response-active addresses filled in a questionnaire so that it is possible to select their interests. The participants confirmed by double-opt-in that they are interested in receiving advertisements through different channels.

With this pool you now have the possibility to directly select your target group. Also use the possibility of a multi-channel-approach.

The consumers answered the questions "How often per day do you use your mobile?" and "How many mobiles do you have in your household?"

Source	Questionnaires
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Selections

At random	12,-/1.000
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Delivery

Delivery time: 5 working days
 Minimum order: 5.000 addresses

Invoicing

70% of the delivered quantity with a minimum of 5.000 addresses after verification of a merge purge report.
 For email-marketing there are 100% and for telemarketing 80% payment base.

Conditions

List supplied for one off use.
 List is seeded to ensure detection of unauthorised use.
 Minimum order quantity 5.000 names.
 Prices are exclusive of VAT, delivery and selections.
 Mail date & mailing piece required before approval can be given on all mailings.
 All prices in Euro.