

HOUSEHOLD WITH CHILDREN – INDIA

The list consists of details of families in the household. The details consists of earning member/s, Spouse name, Number of Children and their DOB, Income, Investments, Home & Automobile ownership. Life style products bought from large department stores & shopping malls across India. Earning individuals on this list have purchased various Lifestyle products and are members of the Customer loyalty programmes. This list is therefore of tremendous value.

The fact that these households are on the loyalty programme mailing list of Departmental Stores, Shopping Malls and life style products proves that these individuals are comfortable with the concept of receiving & responding to direct mail. This list represents individuals who are credit cardholders.

This list is recommended for publishers, Pharmaceuticals, Airlines and Tour operators, conference & exhibition organisers, opportunity seeker offers, Investment offers, fundraising and many others. The lists are updated regularly.

Data Card Update: September 2015

DM:

Data Count:	225,000
RENTAL COST:	US\$200 per 1,000

EDM:

Email Count:	130,200
Email Rental Cost:	US\$50 per 1,000
Mobile Count: SMS	209,000
Mobile Rental Cost:	US\$30 per 1,000

Minimum Quantity: email 10,000 – SMS 25,000

SELECTIONS AVAILABLE:

By Nth name, flagging @ US\$5/1,000. By City, Children, Gender, Age, Household Income, State/city. @ US\$10/1,000.

MINIMUM QUANTITY: 10,000 Names

DELIVERY: 1 Week

LETTERS SHOPPING:

List will not be handed over to the client as we provide in house lettershops facility with mail management and despatch via Post or Courier.

List is seeded to detect unauthorised use.

Costs and counts are subject to change without notice.