

LIFESTYLE CONSUMERS – INDIA

The list consists of individuals who are the members of the Customer loyalty programme of various large department stores & shopping malls, across India having Purchased Life style products multiple times. The purchase value range from Rs.4,000 to Rs.25,000.

This list is therefore of tremendous value.

The fact that individuals are in the mailing programme of the Departmental Stores & Shopping Malls proves that these individuals are comfortable with the concept of receiving & responding to mail with their spending capacity and responsiveness to direct marketing.

This list is recommended for publishers, Pharmaceuticals, Airlines for travel-related offers, 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:	230,000
RENTAL COST:	US\$175 per 1,000

EDM:

Email Count:	176,000
Email Rental Cost:	US\$50 per 1,000
Mobile Count: SMS	166,000
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, Gender, Age, Marital Status, Children, Income, By state/city @ US\$10/1,000.

MINIMUM QUANTITY: 10,000 Names

ADDRESSING: Email at US\$20 Per List.
Keycoding @ US\$5 per 1,000.

DELIVERY: 2 - 3 Weeks

LETTERS SHOPPING:

List supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

Costs and counts are subject to change without notice.