

ON LINE BUYERS INDIA – EDM Data

This list consists of consumers all over India who regularly purchase various Life Style products on line from various portals from the inception of online Portals in India.

The Products purchased include Electronics, Diet, Health and Wellness. Personal Care, Holidays, Books, Household Appliances and other high value consumer products.

This list has purchased various products in the prices ranging from US\$30 to US\$1,000.

Each month, approximately 12,000 new customers are added to these lists. Plus, repeat buyers (Multi buyers) of various products, proving their spending capacity and responsiveness to eDM

The names in this list consisting of 60% male and 40% female.

Data Card Update: September 2015

EDM:

Email Count:	3,000,000
Email Rental Cost:	US\$50 per 1,000
Mobile Count: SMS	3,000,000
Mobile Rental Cost:	US\$30 per 1,000

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

SELECTIONS AVAILABLE: Nth name, flagging @ US\$2/1,000. City, Gender, @ US\$3/1,000. Recency, Order Value, Multi Buyers, @ US\$5/1,000.

MINIMUM QUANTITY: 10,000 Names

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

DELIVERY: 2 Weeks

LETTERS HOPPING: Addresses 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.