

AkzenteHome



product information

AkzenteHome offers its customers an extensive range of products for the home, garden, kitchen and well-being and boasts a large selection of wellness and medical supplies as well as sports and fitness equipment. At AkzenteHome, customers will find decorative items and useful helpers for the kitchen, household and garden. Furthermore, safety products and repair supplies are also part of the wide AkzenteHome product range, as are accessories for hiking, camping and travelling. The target group of designated postal buyers consists mainly of men, but many women also appreciate AkzenteHome's products and are among its loyal customers.

website: www.akzentehome.de

last update: January 2023

target group characteristics

sexcode

women: 32% men: 68%

target groups

+ best ager
+ fitness
+ women
+ house | garden | apartment
+ men
+ novelties
+ Outdoor
+ travelling
+ sport

acquisition

+ ads
+ catalogue mailing
+ mailings
+ webshop

quality

+ proof of origin
+ date of purchase
+ Robinson cleaned

selections and prices

96.425	clients last 0-6 months	€ 199,00 o/oo
45.171	clients last 7-12 months	€ 175,00 o/oo
33.785	clients last 13-24 months	€ 140,00 o/oo

selection improvements

76.822	clients fashionaffine	€ 180,00 o/oo
41.066	clients finances	€ 180,00 o/oo
34.131	clients donation affine/high social interest	€ 180,00 o/oo
96.614	clients living & garden	€ 180,00 o/oo
47.923	clients with higher purchasing power	€ 180,00 o/oo
126.976	clients mail order buyers	€ 180,00 o/oo
116.755	clients wellness/fitness/healthy eating	€ 180,00 o/oo
133.706	clients educated affinity	€ 180,00 o/oo
33.758	clients lottery participants	€ 180,00 o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

additional costs:

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat

score-selection

€ 25,00 per tsd.

age selection according to first name

€ 130,00 flat

flagging

€ 130,00 flat