

G-F-K-M society for Kooperationsmarketing



last update: April 2023

target group characteristics

sexcode

women: 52,93% men: 47,07%

target groups

- + age: 50 years +
- + best ager
- + finances
- + health
- + lottery fan
- + novelties
- + seniors
- + donations
- + mail order affine

acquisition

- + ads
- + inserts
- + telephone

quality

- + real age
- + proof of origin
- + date of purchase
- + telephone number available

product information

G-F-K-M Gesellschaft für Kooperationsmarketing mbH constantly acquires new customers who take part in competitions and buy advantage products as part of a bonus card, health products and other products by mail order. The products are mainly sold over the phone, as the customers call G-F-K-M. The customers acquired here thus have a unique combination of mail order and postal purchasing affinity as well as sweepstake affinity via print and telephone combined with good purchasing power.

The addresses are mainly generated from parcel inserts in the mail order business. The customers there have a high average order value. The rest of the addresses are generated from advertisements in magazines via cooperations with large publishing houses.

The big USP of the target group - generation 50+ and 100% offline - print won. All addresses are with real birth date. The age focus is between 50 and 70 years.

The addresses are up to date and receive a monthly update.

selections and prices

43.700	clients/participants lt. 0-6 months	€ 170,00 o/oo
32.487	clients/participants lt. 7-12 months	€ 160,00 o/oo

selection improvements

20.538	clients/participants educated affinity	€ 160,00 o/oo
27.503	clients/participants 1-2 Family houses	€ 160,00 o/oo
14.878	clients/participants fashionaffine	€ 160,00 o/oo
12.616	clients/participants wellness/fitness	€ 160,00 o/oo
19.132	clients/participants online affine	€ 160,00 o/oo

conditions and additional costs

basic selection/provision costs

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

minimum order quantity

5.000 addresses

minimum invoice amount

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat min. € 75,00

express delivery costs

€ 75,00 flat min. € 75,00

score-selection

€ 25,00 per tsd.

flagging

€ 75,00 flat min. € 75,00