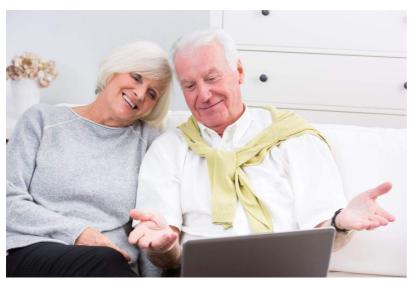




G-F-K-M society for Kooperationsmarketing



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.

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

selections and prices

43.700	clients/participants lt. 0-6 months
32.487	clients/participants lt. 7-12 months

selection improvements

clients/participants educated affinity
clients/participants 1-2 Family houses
clients/participants fashionaffine
clients/participants wellness/fitness
clients/participants online affine

conditions and additional costs 170,00 0/00

basic selection/provision costs 11,00 pertsd. min. € 200,00

40,00 flat min. € 40,00

minimum order quantity 5.000 addresses

160,00 0/00

€ 160,00 o/oo

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.

75,00 flat min. € 75,00