

Gina Laura



GINA LAURA

website: www.gina-laura.com

last update: December 2022

target group characteristics

sexcode

women: 98% men: 2%

target groups

+ age: 45 - 55 years
+ age: 50 years +
+ best ager
+ women
+ fashion
+ seniors
+ mail order affine

order value (Ø) : € 125,00

acquisition

+ inserts
+ catalogue mailing
+ online

quality

+ inserts possible
+ real age
+ date of purchase
+ postal check
+ Robinson cleaned

product information

Gina Laura is a fashion brand of the Popken Fashion Group. As an Omnichannel company, the Popken Fashion Group sells its fashion line worldwide - in more than 30 countries and 300 stores, by mail order and internet as well as by selected B2B partners.

The collections in the sizes 36 to 54 of Gina Laura are distinguished by modern colors, modern cuts and great value for money. The extensive assortment offers high-quality items such as knitwear, blouses and shirts as well as jackets, vests, trousers and skirts. Scarves, necklaces and many more accessories complete the fashionable collection.

selections and prices

36.563	clients, last 0-6 months	€ 195,00	o/oo
68.039	clients, last 0-12 months	€ 190,00	o/oo
27.735	multi buyers last 0-6 months	€ 200,00	o/oo
8.828	single buyers last 0-6 months	€ 175,00	o/oo
16.912	multi buyers last 7-12 months	€ 190,00	o/oo
14.564	single buyers last 7-12 months	€ 165,00	o/oo
8.186	multi buyers last 13-18 months	€ 175,00	o/oo
24.688	single buyers last 13-24 months	€ 150,00	o/oo
3.672	multi buyers last 19-24 months	€ 175,00	o/oo

selection improvements

	year of birth plus	€ 25,00	o/oo
	dress size plus	€ 25,00	o/oo
73.654	clients online affine	€ 180,00	o/oo
34.862	clients with higher / very high purchasing power	€ 180,00	o/oo
70.581	clients 1-2 Family houses	€ 180,00	o/oo
53.594	clients living & garden	€ 180,00	o/oo
63.308	clients wellness/fitness	€ 180,00	o/oo
48.001	clients book lovers/readers	€ 180,00	o/oo
13.479	clients donation affine	€ 180,00	o/oo
62.908	clients fashionaffine	€ 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

70 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

score-selection

€ 25,00 per tsd.

express delivery costs

€ 75,00 flat

age selection

€ 8,00 per tsd. min. € 130,00