

Personalshop - Niederlande

Trebbau exclusive-list



website: www.personalshop.net
last update: July 2020

target group characteristics

sexcode
women: 30% men: 70%

target groups

- + age: 50 years +
- + abroad
- + abroad Netherlands
- + best ager
- + men
- + fashion
- + seniors

acquisition

- + inserts
- + catalogue mailing
- + webshop

quality

+ inactive Liste

product information

The mail order company "PersonalShop" offers a shopping experience around the clock at unbeatable prices of up to 64% off! In addition, the highest quality standards as well as a double guarantee period convince not only bargain hunters. The assortment of the mail order company ranges from outerwear to shoes and articles of daily use, which come directly from the importer or wholesaler.

The customers are mainly over 50 years old and tend to make spontaneous purchases. They have a medium to good purchasing power and are happy to make spontaneous purchases if attractive offers with a good price-performance ratio are available. The Personalshop customers are very loyal and have excellent creditworthiness and payment behaviour. They are acquired exclusively via offline campaigns, e.g. catalogue mailings.

selections and prices

35.955	clients last 0-12 months	€ 200,00 o/oo
10.491	clients last 13-24 months	€ 185,00 o/oo
6.758	clients last 25-36 months	€ 165,00 o/oo
20.554	clients older than 36 months	€ 150,00 o/oo

conditions and additional costs

Basis-selections/Bereitsstellungskosten

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

minimum order quantity

5.000 addresses

minimum invoice amount

80 % of delivery quantity

additional costs:

express delivery costs

€ 75,00 flat

Flagging

€ 130,00 flat

age selection

€ 8,00 per tsd. min. € 130,00