

SANPURA



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Mein Plus im Leben

website: www.sanpura.de
last update: April 2023

target group characteristics

sexcode

women: 30% men: 70%

target groups

+ everyday helpers
+ best ager
+ health
+ novelties
+ wellness

product information

"Mein Plus im Leben" - stands for the improvement of the personal life situation. SANPURA offers its customers a possibility to actively improve their quality in life. The range of products consists of household items, health and body care articles and much more goods to create an attractive and comfortable life at home.

On a regular basis a range of offers is promoted at their website with special discounts.

The target group consists of men and women mainly above the age of 70. They are interested in their household and like to invest even high amounts of money to maintain their health and joy of life. This target group is very interesting for your customer acquisition.

If you are interested in a parcel insertion please let us know, 8.000 - 10.000 inserts per month are possible.

A rental of the addresses is preferably based on reciprocity.

acquisition

+ ads
+ catalogue mailing
+ mailings
+ webshop

quality

+ real age
+ proof of origin
+ date of purchase
+ postal check
+ Robinson cleaned

selections and prices

24.509	clients last 0-6 months	€ 228,00 o/oo
16.969	clients last 7-12 months	€ 228,00 o/oo
33.256	clients last 13-24 months	€ 228,00 o/oo
131.044	clients older than 24 months	€ 228,00 o/oo
	multibuyers	€ 10,00 o/oo

selection improvements

76.431	clients fashionaffine	€ 180,00 o/oo
67.958	clients onlineaffine	€ 180,00 o/oo
41.893	clients lottery participants	€ 180,00 o/oo
92.675	clients educated affinity	€ 180,00 o/oo
60.257	clients wellness & fitness	€ 180,00 o/oo
54.416	clients living & garden	€ 180,00 o/oo
25.295	clients donation affine	€ 180,00 o/oo
30.633	clients Finanzaffine	€ 180,00 o/oo
37.451	clients Bücherfreunde	€ 180,00 o/oo
7.798	clients SoHo's	€ 180,00 o/oo
14.041	clients beauty fans	€ 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

age selection

€ 8,00 flat min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

score-selection

€ 25,00 per tsd.

express delivery costs

€ 75,00 flat