



SANPURA
Mein Plus im Leben

www.sanpura.de

April 2023

women: 32% men: 68%

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

+ ads
+ catalogue mailing
+ mailings
+ webshop

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

"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.

4.397 clients last 0-6 months
2.687 clients last 7-12 months
5.921 clients last 13-24 months
20.693 clients older than 24 months
multibuyers

€ 260,00 o/oo
€ 260,00 o/oo
€ 260,00 o/oo
€ 260,00 o/oo
€ 10,00 o/oo

11,00 per tsd. min. € 200,00
40,00 flat
5.000 addresses
70 % of delivery quantity
130,00 flat
75,00 flat
8,00 per tsd. min. € 130,00
75,00 flat