

SANPURA - Switzerland



website: www.eurotops.ch/sanpura/
last update: April 2023

target group characteristics

sexcode

women: 22% men: 78%

target groups

- + everyday helpers
- + abroad
- + abroad german Switzerland
- + best ager
- + health
- + novelties
- + wellness

acquisition

- + ads
- + catalogue mailing
- + mailings
- + webshop

quality

- + real age
- + proof of origin
- + date of purchase
- + Robinson cleaned

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.

The average age of EUROtopscustomers and prospective buyers is about 50 years.

selections and prices

13.540	clients	€ 285,00	o/oo
4.944	thereof multibuyers	€ 295,00	o/oo

selection improvements

last purchase date additional	€ 5,00	o/oo
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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:

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat