

Ulla Popken

ULLA
POPKEN

website: www.ullapopken.de

last update: December 2022

target group characteristics

sexcode

women: 95% men: 5%

target groups

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

acquisition

+ inserts
+ catalogue mailing
+ online

quality

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



product information

Ulla Popken 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.

Trendy, feminine styles and bright colors, even in large sizes - that characterizes the fashion of Ulla Popken. The mail order company offers up-to-date outfits in the sizes 42 to 64. The assortment ranges from fashion for every day, business outfits and noble fabrics for a sparkling appearance to functional sportswear, swimwear, playful lingerie and accessories. The addresses of Ulla Popken reach fashion-conscious woman over the age of 50 years.

The addresses are available in Germany, France, Belgium, the Netherlands, Austria and Switzerland.

selections and prices

323.145	clients last 0-6 months	€ 220,00	o/oo
468.387	clients, last 0-12 months	€ 210,00	o/oo
251.156	multi buyers last 0-6 months	€ 230,00	o/oo
71.989	single buyers last 0-6 months	€ 190,00	o/oo
81.857	multi buyers last 7-12 months	€ 190,00	o/oo
63.385	single buyers last 7-12 months	€ 165,00	o/oo
40.495	multi buyers last 13-18 months	€ 175,00	o/oo
116.964	single buyers last 13-24 months	€ 150,00	o/oo
18.092	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
216.694	clients with higher / very high purchasing power	€ 180,00	o/oo
375.794	clients 1-2 Family houses	€ 180,00	o/oo
257.113	clients living & garden	€ 180,00	o/oo
315.706	clients wellness/fitness	€ 180,00	o/oo
230.051	clients book lovers/readers	€ 180,00	o/oo
410.333	clients online affine	€ 180,00	o/oo
81.430	clients sweepstakeaffine	€ 180,00	o/oo
49.169	clients donation affine	€ 180,00	o/oo
289.999	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