

Ulla Popken Netherlands

ULLA
POPKEN

website: www.ullapopken.nl
last update: December 2022

target group characteristics

sexcode

women: 98% men: 2%

target groups

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

acquisition

+ inserts
+ catalogue mailing
+ online

quality

+ inserts possible
+ real age
+ date of purchase



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

92.068	clients, last 0-12 months	€ 195,00	o/oo
46.246	multi buyers last 0-6 months	€ 205,00	o/oo
17.042	single buyers last 0-6 months	€ 180,00	o/oo
15.389	multi buyers last 7-12 months	€ 195,00	o/oo
13.391	single buyers last 7-12 months	€ 170,00	o/oo
8.560	multi buyers last 13-18 months	€ 185,00	o/oo
12.115	single buyers last 13-18 months	€ 160,00	o/oo
4.346	multi buyers last 19-24 months	€ 185,00	o/oo
13.673	single buyers last 19-24 months	€ 160,00	o/oo

selection improvements

year of birth plus	€ 25,00	o/oo
dress size plus	€ 25,00	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

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat