

consumer service society



product information

The Consumer Service Company is a service company for numerous direct marketing activities. Consumer response is exclusively by telephone or mail.

This target group responds to topic-oriented sweepstake promotions, such as pensions, health, entertainment, etc. in various magazines (e.g. Stern, TV Today, TV Spielfilm). Then they receive offers from sweepstake entry services, lottery companies and subscriptions.

Whether cars or cash - a high affinity for profits/gambling, coupled with a high affinity for postal purchases, as well as medium purchasing power characterize this target group. The addresses are obtained via insert advertising and mailings as well as bound inserts and response ads in magazines.

The addresses are maintained and updated monthly. The addresses have an opt-in for telephone marketing and can be used with recommendations.

selections and prices

135.537	clients/participants last 6 months	€ 170,00 o/oo
94.386	clients/participants last 7-12 months	€ 160,00 o/oo
140.304	clients/participants last 13-24 months	€ 160,00 o/oo

selection improvements

169.117	clients/participants educated affinity	€ 160,00 o/oo
36.578	clients/participants donation affine	€ 160,00 o/oo
233.763	clients/participants 1-2 Family houses	€ 160,00 o/oo
109.231	clients/participants wellness/fitness	€ 160,00 o/oo
96.678	clients/participants living & garden	€ 160,00 o/oo
112.198	clients/participants fashionaffine	€ 160,00 o/oo
72.617	clients/participants book lovers/readers	€ 160,00 o/oo
159.912	clients/participants online affine	€ 160,00 o/oo
	plus recommendation	on request

last update: April 2023

target group characteristics

sexcode

women: 51,4% men: 48,6%

target groups

- + age: 50 years +
- + best ager
- + health
- + lottery fan
- + average net income
- + novelties
- + seniors
- + donations
- + mail order affine

acquisition

- + ads
- + inserts
- + sweepstake
- + mailings
- + online

quality

- + real age
- + proof of origin
- + telephone number available

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat min. € 40,00

minimum order quantity

5.000 addresses

minimum invoice amount

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat min. € 75,00

express delivery costs

€ 75,00 flat min. € 75,00

flagging

€ 130,00 flat min. € 130,00

score-selection

€ 25,00 per tsd.