



## BACKGROUND

Transactis is a database which delivers the twin benefits of known mail order catalogue buyers along with lifestyle and demographic variables, resulting in a highly responsive and versatile transactional database. Comprising 23 million records, the data consists of 200 of the UK's top mail order catalogue brands and their purchasing history, underpinned with comprehensive demographic information from additional lifestyle, credit, council tax and motivational data.

The data can be selected manually or through modelling against your own customer data to give you the best chance of targeting the most suitable and responsive prospects for your campaign.

## PROFILE

- 200 transactional mail order catalogue lists
- Extremely DM responsive, utilising extensive purchase history
- Majority female, aged 40+

## RECRUITMENT METHOD

- Online
- Direct Mail

## RECOMMENDED

- Charities
- Travel & Leisure
- Health
- Telecomms
- Financial Services
- Confectionary / Wine offers
- Household utilities

## LIST: 23 Million names available

POSTAL	23 Million
TELEPHONE	10 Million
TRANSACTIONAL SELECTIONS	No. of purchases Order channel Spend Frequency/Recency Product category Payment Method
LIFESTYLE SELECTIONS	Charity Donor Donor Cause DOB Income No. of Children Occupation Insurance Holidays Savings Home Ownership Hobbies Newspaper Readership
MEDIA RATE	£130 per '000 Postal £150 per '000 Telephone
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 20%
MINIMUM VOLUME	10,000

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