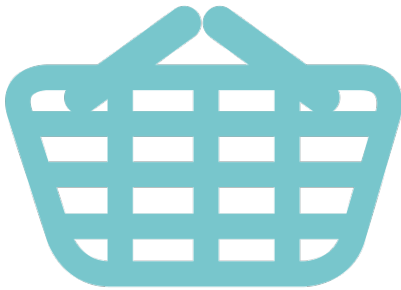




B2C Data Universe Datasheet



Our B2C Data is the ideal starting point for your next marketing campaign, from the people who are passionate about data.

Our B2C universe is a consumer data pool of over 45 million online purchasers & registrations, Insurance & Finance Enquirers, Directors at Home, Investors, Electoral Roll, Census and call centre records.

Telephone & online surveys add detailed selectivity to our data making data selection & targeting very precise.

Transactional, geo-demographic and socio economic overlays provide the ability to select consumers by more than 200 key lifestyle, lifestage and financial attributes - from just starting out to the wealthiest, most influential high flyers.

This direct marketing data is available for multi or single channel marketing, providing access to your target audience by direct mail, telemarketing, email and mobile marketing and even through social media.

Our compliance policies ensure that every record strictly complies with The DMA (The Direct Marketing Association) code of practice and The EU Electronic Communications Act.

FILE SIZE

Households	25,528,114
Individuals	45,466,269

CHANNELS

Mailing Addresses	45,466,269
Landlines	16,446,397
Email	20,556,950
Mobile	13,934,111

To find out more contact us on 01245 397 570 or email thesalesteam@dbpdata.co.uk



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MAINTAINING RESPONSE LEVELS

Individual records are rotated on a usage basis by number of uses and the type of offers sent to ensure they remain active responders. This results in higher response rates and lower opt-out rates.

MAINTENANCE PROCEDURE

Data is maintained on a 0-12 moth cycle of adding fresh records, verifying existing records and removing records that are no longer valid. Included within this process are new data feeds, the Electoral Roll, goneaway suppressions, PAF, MPS, TPS, The Mortality File, online/offline surveys and transactional data updates.

SELECTIONS

GEOGRAPHIC

Town	County	Postcode
Postcode Area	Postcode District	Postcode Sector
Economic Region	Drive Times	Radius Distance

PERSONAL

Age/Date of Birth	40,4023,552
Charitable Interests	371,596
Charity Donors	3,400,000
Employment status	6,945,221
Income	12,582,110
Marital status	4,877,027
Mobile phone network	8,189,741
Occupation	10,937,712

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OCCUPATION

10,289,782

Captains of Industry	81,000
Directors at home	2,940,000
Entrepreneurs	311,000
Foreign National Execs	141,000
Landed Gentry	58,000
Landlords	41,256
Medical Professionals	163,284
Millionaires	241,383
Young professionals	255,000

TRAVEL

Business Flyers	283,000
The Great Escape	3,200,000
Holiday destination visited	2,102,015
Holiday type	1,770,249
UK Commuters	45,000

MOTOR

Car make and purchase date	5,802,246
Car model and purchase date	5,806,976
Car ownership	642,253
Luxury car owners	112,000
Motorbike	519,570

FINANCE

Affluent	573,000	Low risk investors	2,314,000
Professionals			
Credit card by type	2,841,593	Lump sum investors	348,000
Finance & investments	2,869,224	Mail order buyers	2,145,226
High disposable income	194,00	Online buyers	1,943,586

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High risk investors	127,602	Speculators	39,000
Income Investments	3,842,971	Wealthy females	107,000
	2,341,879		

HOME

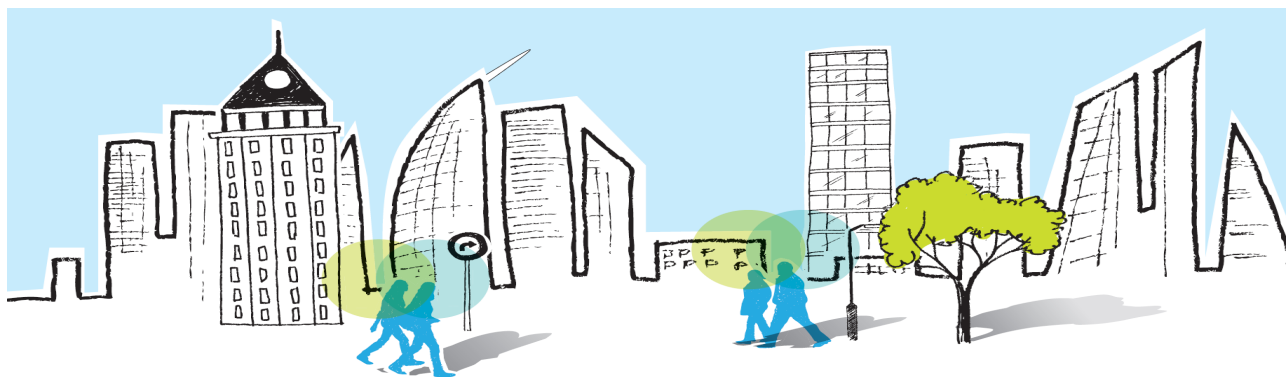
The property ladder	46,000,000	Landline Provider	3,969,546
Council Tax Band	23,544,219	Listed Building owners	184,529
Insurance type by renewal date	6,842,269	Mortgaged	1,469,090
House Value	18,539,266	Number of Bedrooms	1,469,090
Internet Provider	2,159,713	Pet insurance by renewal month	34,622
Property purchase price	1,539,253	Head of Household	17,500,000
Children number & age	1,584,223		

HOBBIES AND INTERESTS

Angling	448,132	Health conscious	301,510
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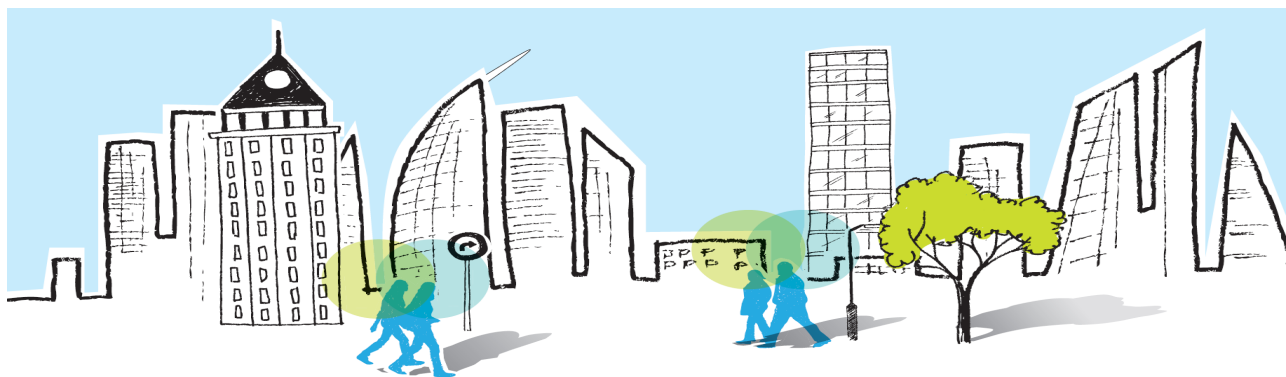
Antiques and collectibles	197,523	Healthy eating	1,120,849
Book collecting & reading	994,561	Hiking & Hill Walking	616,973
Books and Magazine	568,252	Holidays & Travel	153,456
Borrowing	12,000	Home & Family	173,735
Cars & Vehicles	354,259	Home entertainment systems	966,412
Charity/Voluntary work	90,543	Horse racing gamblers	72,000
Cinema	68,432	Internet	684,256
Competitions & Gambling	68,432	Internet & Technology	201,456
Cookery	760,695	Investing	1,300,000
Current Affairs	1,808,596	Music	486,476
Daily paper by title	1,384,736	National Trust	342,558
Dating & Relationships	29,872	Newspaper readership	1,740,533
Dining out	1,395,899	Online banking	8,985
DIY	1,359,447	Organic foods	505,744
Environmental	352,699	Personal Computing	752,000

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wildlife

Exercise/Sports	382,540	Pets	346,159
Fashion & Clothing	734,156	Photography	412,060
Fine art	172,502	Physical gym & exercise	375,872
Food & Drink	552,746	Playing golf	114,269
Football	2,321,674	Playing lotteries	288,586
Foreign Travel	817,500	Purchasing methods	2,450,334
Fun & trivia	76,197	Puzzles & Crosswords	816,512
Further education & evening classes	216,026	Reading books	649,256
Gambling	574,996	Records/tapes/cds	314,242
Gardening	1,872,863	Schools & Education	94,187
Golf	307,414	Self-improvement/Education	184,250
Gourmet foods, cooking & entertaining	672,845	Sex & Loving	29,306
Grandchildren	618,529	Shopping	1,354,040
Health & Fitness	105,814	Skiing	92,451
Small Business	1,104,269	Social Clubs & Bingo	106,523

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Sports	118,110	Stamp Collecting	121,410
Stocks & Shares	253,619	Sunday Paper by title	1,360,033
Telecoms & Mobiles	29,365	Theatre & Arts	569,788
TV, Films & Theatre	1,542,861	Vegetarian products	118,184
Vitamins & Minerals	276,227	Wildlife & Nature	347,335
Wine	416,518		

Other Selections

International Consumer Data 22,000,000

PRICING PER 1000 RECORDS

Mailing	£140.00
Mailing & Telephone	£240.00
Email	£185.00
Add for a 12 month lease	£135.00
Processing & Delivery	£60.00 Flat
Email Campaign set-up	£250.00 Flat

All prices are subject to VAT, delivery is 2 working days, Min order 5,000 records.

Add a social media element to your campaign and increase your brand awareness, response and ROI

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