



DataXcel

Exceeding Is Our Passion

TARGET KEY CONSUMER SEGMENTS FOR YOUR EMAIL CAMPAIGNS

Mums under 50 = 60,000 records

Characteristics:

- Main household shopper/decision maker
- Kids
- Mortgages
- High Internet Usage
- Rate = €1,750 ex vat



Smartphone & Tablet Users = 43,000 records

Characteristics:

- Captive audience
 - Commuters
 - Higher open rates (20%+)*
 - Further selectable by iPhone vs Android
 - Rate = €2,000 ex vat
- (lower rates available for targeting iPhone/Android/Tablet users only.)

Consumers aged 50+ = 32,000 records

Characteristics:

- 50+ and Retired
- No Mortgage
- Empty Nesters
- Middle-Top Management roles.
- Rate = €1,200 ex vat



Consumers Aged 25-34 with Income = 40,000 records

Characteristics:

- Steady Income
- Childless couples & young children
- High Internet usage
- Holiday makers
- Rate = €1,500 ex vat

Consumers aged 18-24 = 26,000 records

Characteristics:

- Singles, Students and some Foreign Nationals
- Looking for 1st Job
- No children
- Busy social life
- Rate = €1,000 ex vat



We work the data hard to get you the results you need for example:

Intelligent Time Sending – We deploy data over 24 hours to match the optimum open times for each recipient and our score with ISP providers is very high ensuring maximum deliverability to the recipient's inbox.

Resends to non-openers – Within 48 hours of first deployment (Discount rate available).

Split Content Testing – Use different creatives or subject lines to test performance for the first 1000 emails then the balance of the data is diverted to the better performing creative and subject line.

We build email creatives – From images and text supplied optimised for ISP providers – €500 per email template.

**Open rates average 10% to 30% once targeted to relevant consumer segments with a strong offer.

Contact:

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