DataXcel
Exceeding Is Our Passion

TARGET KEY CONSUMER SEGMENTS FOR YOUR EMAIL CAMPAIGNS

Mums under 50 = 50,000 records

Characteristics:
- **Main household shopper/decision maker**
- **Kids**
- **Mortgages**
- **High Internet Usage**

01

Smartphone & Tablet Users = 38,000 records

Characteristics:
- Captive audience
- Commuters
- Higher open rates (20%+)*
- Further selectable by iPhone vs Android

(lower rates available for targeting iPhone/Android/Tablet users only.)

02

Consumers aged 50+ = 25,000 records

Characteristics:
- 50+ and Retired
- No Mortgage
- Empty Nesters
- Middle-Top Management roles.

03

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

Characteristics:
- Steady Income
- Childless couples & young children
- High Internet usage
- Holiday makers

04

Consumers aged 18-24 = 10,000 records

Characteristics:
- Singles, Students and some Foreign Nationals
- Looking for 1st Job
- No children
- Busy social life

05

- 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.
  - 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.
- Total database size **155,000** records – CPM rates **€30 per1000** – Selections **€10 per 1000** We build email creatives from images and text supplied optimised for ISP providers - €500 per email template.
- Open rates vary from **8%** to **45%** subject to offer and brand recognition

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