



# Developing Data

## DATA SHEET

# BRITAIN'S SUB PRIME DATABASE

FILE SIZE:  
300,000 RECORDS

## LIST PROFILE:

Instances of CCJ's and debt defaulters are held in raw data form along with name and postcode in the public domain, finding and using this information in conjunction with a sound database of consumers is a technique that only few can provide. DDL are one such company, using its experience and existing owned data a sensible risk score can be constructed within postcode group. Add to this financial, lifestyle, gender, age group, housing type, ownership and one can create a prospect with translated information from the national census.

## SELECTIONS:

Gender  
Home Ownership  
Telephone numbers (TPS drops are very high)  
Age Profile

## GEOGRAPHICAL SELECTIONS:

**Regional:**  
London  
South East (Within M25)  
Midlands  
Northern  
North West  
Scotland  
South West  
Wales  
Northern Ireland  
**Post Code**  
**Town**  
**County**

## GONE-AWAY POLICY

All our mailing lists carry a 97.5% delivery guarantee. We will 3 times pro-rata refund their list rental/data-licensing fee, to customers, who in the unlikely event receive 'gone-aways' that are Royal Mail generated and provided back to DDL

## NET NAME POLICY

We give an 85% net on 20,000 plus records. There are no run-on charges.



## FOR FURTHER INFORMATION PLEASE CONTACT:

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## DATA LICENSING – MULTIPLE USE

Licensing data enables unlimited use of the data for the period of the licence

12 MONTHS USE.....	£400
6 MONTHS USE.....	£300
3 MONTHS USE.....	£200

## LIST PURCHASE

Data Purchase for your own personal unlimited use.

Purchase cost..... £2.00 per record

## AGENCY COMMISSION

List brokers 30%  
Agents % Negotiable

## PRICE INFORMATION:

Prices shown per thousand records unless indicated

## LIST RENTAL:

One off List Rental Only.....	£110
One off List Rental & Telemarketing.....	£170
2 x List Rental Only.....	£140
2 x List Rental & Telemarketing.....	£180

## FORMAT & DELIVERY:

Format & Delivery via email UK.....	£25
Format & Delivery via email O/S.....	£35

SELECTIONS..... £5

MINIMUM ORDER..... £300

