



# Developing Data



## DATA SHEET

# CHARITY BENEFACTORS

FILE SIZE:  
200,000 RECORDS

### LIST PROFILE:

The qualifications for being considered a good prospect for donor acquisition mailing are clear, the prospect should be sympathetic towards the cause (often indicated by age and family makeup profile) but none of this is of use if the person you are mailing has no discretionary spend. The refining and selection of this type of data is very much a specialist technique, it relies on knowledge through careful pre selection and amalgamation of highly detailed information, we know and understand this data and have been able to isolate months where extra funds are available because of stock dividends. Mail the right age group at the right time and your charity donations should benefit. DPR No. PZ9844135.

### SELECTIONS:

Type of Stock  
Household Value of Stock  
Dividend Quarter  
Multiple Investments  
Telephone numbers

### 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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#### Website:

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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

