

A new customer for just 12p?

Targeting new prospects

Finding new customers is even more important in a recession, but where do you look for prospects, and how much does it cost?

From **just 12p** a record we will profile, identify, filter and count potential customers in your chosen search area, and then email you a list of their names and addresses to send a mailshot to.

Consumer Data

We will select your **consumer prospects** from the Experian National Canvasser Database. We will automatically screen and remove all MPS opt-outs, deceased and goneaways.



- > Selections available: -
Age, gender, income, lifestyle
MOSAIC type and location
Telephone No. (extra)

Business Data

Your **business prospects** will be selected from the Experian National Business Database with your chosen contact personnel.



- > Selections available: -
Industry type and SIC code
Number of employees
£ Turnover
Telephone No. (extra)

Why not ask us about fulfilment too?

Why mail it yourself, when for just 27p* each we will provide a C5 envelope, address and post it for you—all for just the cost of a stamp! *ask for details.

Data Lists and Profiling Services

Send has access to over one hundred different specialist consumer and business lists. We can provide email and telephone data and multiple licences and profile your existing data.

SELECT LOCATION

postcode sectors, counties, radius from location, TV regions etc.

+ CHOOSE PARAMETERS

to filter and narrow choice to suit your business needs

+ DATA SCREENING

to remove MPS, Movers and Deceased

All included for...

= 12p each

Three Steps to New Customers

1. Instruction

You provide us with your desired geographical search area and a "pencil sketch" profile of what describes your most desirable potential customer.

2. Count & Feedback

We run a count using the most suitable lists, using your initial search criteria and report back on the quantity of data found and confirmation of the cost.

3. Data Supply

The data licence is purchased for single postal use within the next three months. We will email the data list to you. We will charge a £35 search fee plus the 12p cost of each record purchased.

How do we do it?

We are an Experian approved reseller and DMA approved mailing house equipped with state of the art machinery and the ability to buy lists and postage at a discount. Clients include Nationwide Autocentres, B&Q, Dorling Kindersley and Ben Sherman.

Call our Freephone orderline now...

> **0800 328 3251**
> **sales@sendmarketing.co.uk**

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delivering results