

Lifestyles Online supplies some of the most recent and selectable consumer data for UK and European online and offline direct marketing campaigns.

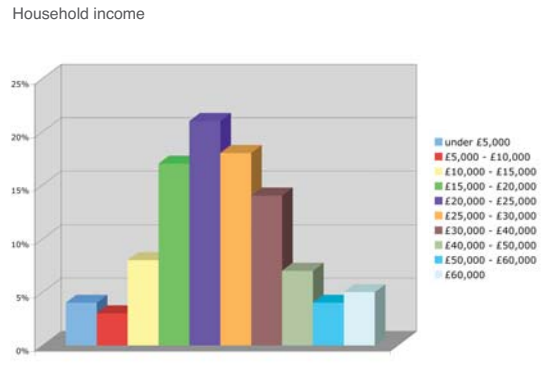
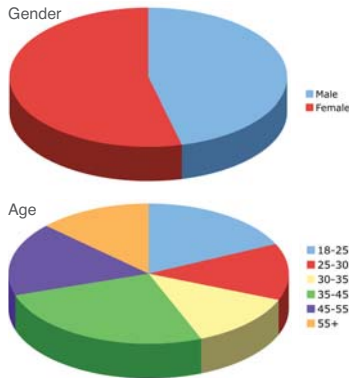
Our email file delivers fresh, highly responsive data for online customer acquisition with over 1.5m active opt-in email addresses collected over the last 12 month and 150k added every month. All records have matching postal addresses allowing us to offer true multi-channel communications across all UK sectors.

Profile

Gender: 54% female
Age: 25+ years
Income: £25k+ ABC1

We encourage targeting and selection by consumer selected interest level and geo-demographics including date of birth, household income, residential status, marital status and number of children.

Please contact us for a selection breakdown or to discuss a unique count.



Over 150 unique selections including

Do you have a credit card?	YES	1.3m +
Do you have children?	YES	480k +
Do you currently buy via mail order?	YES	250k +
Do you currently donate to charity?	YES	120k +

- ▶ Over 1.5m email addresses added in the last 12 months
- ▶ Over 150k fresh UK households added every month
- ▶ Over 150 unique selections
- ▶ Matching postal addresses available across entire file

Partner testimonial

"After testing many suppliers, Lifestyles Online have consistently supplied the best performing lead generation data and consistency of excellent service. Both live data generated online and existing consumer postal and email data for rental continues to outperform the market in delivering real customers for our clients."

Colin Pearce - Managing Director - Oi Research

Partner Examples (Sector examples are available upon request)

The first example is an email for TEMPUR mattresses, featuring a 'Member Offer' and a 'BACK PAIN?? Can't Sleep? Back Pain?' headline. The second example is an email for a Nectar Credit Card, featuring a 'Member Offer' and a 'Typical 15.9% APR variable' headline.



Contact us

For a reliable, regular supply of targeted prospect data, contact:

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