



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

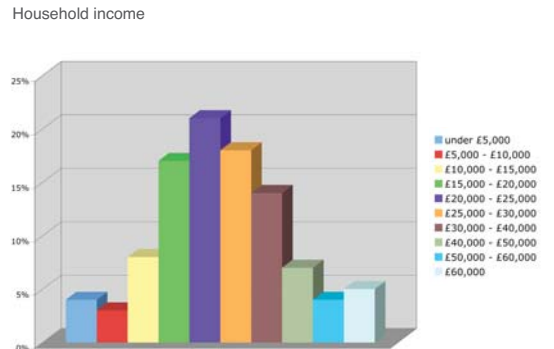
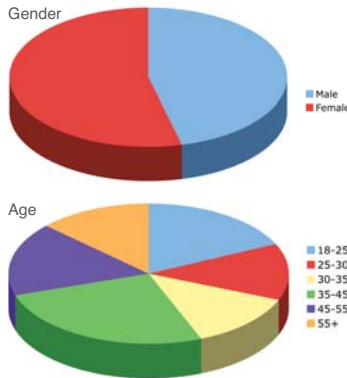
Our postal file brings recency, targeting and true multi-channel communication options to marketing teams across all UK sectors. With over 1.5 million households captured in the last 12 months and 150k being added every month the file brings fresh postal and matching email address opportunities.

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 postal records added in the last 12 months
- ▶ Over 150k fresh UK households added every month
- ▶ Over 150 unique selections
- ▶ Matching email address available across the 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

List rental examples



Contact us

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

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