

The Gold File - Charity Donors Data Pool



Total File Size: 855,000

Cost per '000: £130

Factual Data

Background

The charity data held within the Gold File is based on actual / transactional data collected in conjunction with 20 charities. Charities have added their data to the pool in order to benefit from free data cleaning / bureau work and discounted data enhancement.

The file can be tailored to suit the type of ask, for example: lottery/raffle, high value, legacy and regular giving. There are 22 different charity causes that have been outlined below. It is possible to select the frequency of charity donation, charitable cause, as well as any of the 300 selection available through the Gold File.

The Gold file is held on a single platform enabling Alchemy Direct Media to combine selections from each of the core contributors and thus create a highly targeted and responsive data set.

Currently there are 83 syndicate members who have contributed to the Gold File. In return for obtaining free data cleaning and bureau facilities Alchemy Direct Media have exclusive rights to sell syndicate members data to third parties. All data contained in the file is factual and none of the lifestyle suppliers have contributed to the Gold File.

File Breakdown

Postal File855,000
Telephone Numbers.....On request
EmailOn request

Source

83 syndicate members have contributed to the Gold File. Originality of syndicate members by sector:

- Mail Order
- Charity
- Financial
- Leisure
- Retail
- Response Generated

For more information on the syndicate members, please ask for details.

Selection Available - over 300 available

Date of birth
Income
Children

Charity Donations to the following sectors:

Blind causes
Cancer
Armed Forces
Human Rights
Mental Health
Birds
Deaf
Pets
Religion
Arthritis
Blood
Children's
Animal Welfare
Third World
Environment
Wildlife
Healthcare
Homeless
Handicapped
Elderly
AIDS

...Please turn over for further information

Data correct as of October 2008

For the latest counts, check out our website at: www.listlab.com

Or telephone +44 (0)20 7484 8686



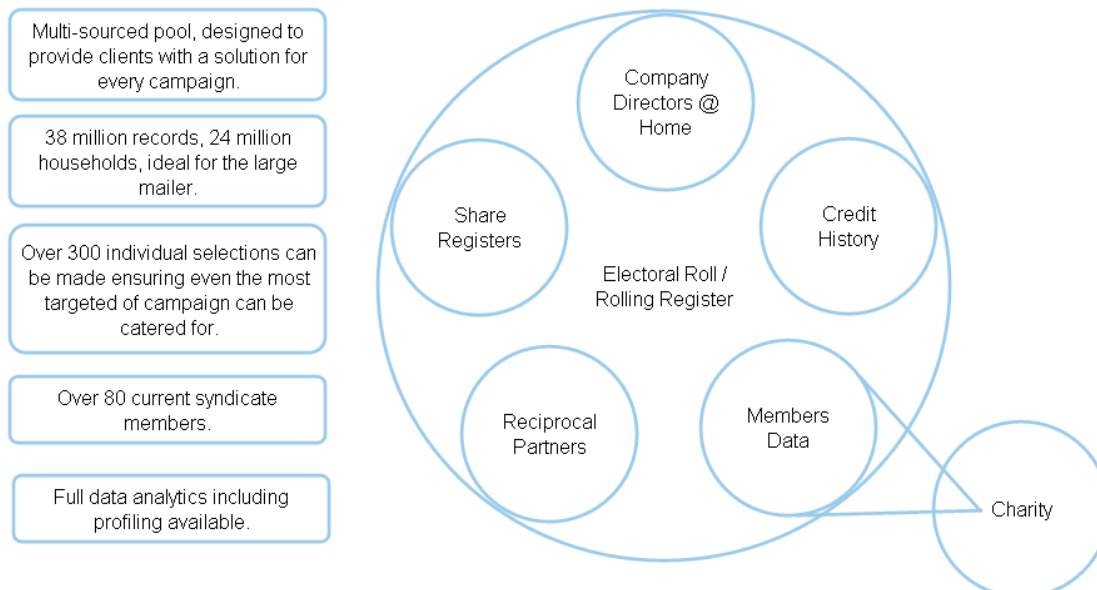
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Example



Multi-sourced pool, designed to provide clients with a solution for every campaign.

38 million records, 24 million households, ideal for the large mailer.

Over 300 individual selections can be made ensuring even the most targeted of campaign can be catered for.

Over 80 current syndicate members.

Full data analytics including profiling available.

List Rental Rates (per '000)

Postal address	£130
Telephone numbers	£130
Email address	additional £165 per '000
Selections	from £10 per '000
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

Production/Delivery Costs

Email	£40
Run-on Charge	£10 per '000
Delivery (UK)	£40

Useful Info

- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS & TPS cleaned
- Data cleansed against all major deceased and goneaway suppression files

Restrictions

- Sample mail piece submitted for approval
- Minimum order value £1000
- One-time usage unless agreed
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request



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