



7,590,999 home insurance renewals 4,497,022 car insurance renewals

Profile: 47% male / 53% female split and profiling shows that 82% own their own home, 71% have income of £20k plus and 87% credit card ownership

BACKGROUND

Exclusively managed by Marketing Source, this consumer file has been created over the last four years through Bismuth's own direct mail activity and via third-party direct mail collaborations using incentive based response mechanisms. The data was collected by postal response and telephone keypad interaction.

Fresh data is mainly collated now via websites and through call-centre surveys. The file offers a wide range of selections including insurance expiry months, details of children, financial and household information.

FIELDS

Names, address & telephone numbers

SELECTIONS

Gender
DOB, Age range and Year of Birth available
Geography
Presence of children
Household income
Recency
Occupation
Marital Status

FURTHER SELECTIONS

Building insurance expiry month
Home contents expiry month
Car insurance expiry month

PRODUCTION

Delivery Fee £65

CHARGES Ex VAT

Postal £140/000
With Tele £200/000

SELECTIONS

All £10/000

