

DIRECT XPRESS

0-12 month postal: 1,452,235

0-12 month email: 1,209,573

Direct Xpress is a pooled database comprising some of the biggest online and mail order catalogues. Items including; fashion, kitchenware, home furnishings and accessories are all on offer from these sites/catalogues. We can select individuals who have engaged with the sites or catalogues within the last 30 days, whether by purchasing, requesting a new catalogue or engaging with an email offer.

Profile, Interests and Lifestyle

- 30/70 male/female split.
- Income of £20k+.
- Online buyers.
- Mail order buyers.
- Multi-buyers.
- AOV £40.

Recommended Users

- Non competing mail order
- Travel
- Publishing
- Financial offers
- Charity

Rental Rates

Postal data	£120	/000
Email data	£110	/000
Recency	£10	/000
Gender	£10	/000
Geography	£10	/000
AOV	£10	/000
Method of purchase	£10	/000
DOB	£10	/000
Production fixed	£50	

Email data released.

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 records
 All costs exclude VAT

