

ORCHARD PROFILING AND APPENDING

48 million individuals, 26 million households

Orchard is a multi-sourced dataset built by fusing together some of the largest and most renowned major consumer data sources available in the UK. Orchard receives over 800 individual variables from 5 core sources; these are then merged and reformatted into 350 useable variables.

Some of the variables

- Age/DOB
- Children's age
- Income
- Hobbies
- House type
- Charity donation
- Car make and model
- Holiday type
- Insurance renewals
- Mail order shopping
- Geography
- Occupation

Orchard Profiling

Orchard is able to take your data file or a segment of your data and create a profile specifically for you, offering you valuable insight and information about your customers. The profile can then be used to extract bespoke data from the Orchard pool for marketing purposes.

Orchard Data Appending

Using Orchard data appending services, we are able to enrich your customers data by appending key variables that will help you better understand your customers. Data appending can help improve ROI, the improved communication helps promote loyalty and retention.

Rental Rates

Postal data	£100	/000
Email data	£150	/000
Telephone data	£160	/000
Selections	£10	/000
Email broadcast	POA	
Run on Fee	£10	/000
Production fixed	£50	

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 postal & telephone records.
 10,000 email records.
 All costs exclude VAT

*Profile data order to be placed within 6 months of running the profile.

£500 per profile. The profile cost is redeemable against your first order of 10,000 records.*

Data appending POA.

