

- Up-to-the-minute accurately targeted consumers
- 240,000 records with telephone numbers
- 20,000 new records added every month

Identifile

Red hot, accurate data from DJL Marketing.

Identifile – a new and original telephone database that targets direct mail responsive consumers.

Identifile is collated daily from UK consumers exclusively through one-to-one telephone conversations. All positive responses are further qualified by double “opt in” assuring you only get the highest quality data and the most relevant purchasers.

Timely, intelligent and super-accurate marketing data...



Identifile
From DJL Marketing

0208 545 2635



We know that effective marketing campaigns rely on good data.

DJL Marketing recognises this and presents Identifile to bridge the gap and bring you closer to the consumers you want to talk to. **Identifile is a fresh, new and original telephone data file targeting DM responsive consumers.**

The content is collected from UK consumers daily through a one-to-one telephone conversation. All positive responses are further qualified and **only data that is double "opt in" contributes** to form part of this growing database, assuring you of quality and relevant purchasers.

With continual monthly updates, Identifile provides up to the minute accurate targeting of UK consumers whatever your industry sector.

File

240,000 records with telephone numbers, 20,000 new records added monthly.

Recency

0-12 Months

Selections

- Name
- Address
- Telephone Number
- Recency
- Age
- Gender
- Homeownership
- Number of Children
- Children at Home
- Credit Card Ownership
- Credit Card Balance Clearance
- Glasses or Contact Lens Wearers
- Mobile Contract Renewal Month
- Mobile Pay As You Go Users
- Car Owner
- Breakdown Renewal Month
- Utility Switchers
- Online Gamblers
- An accident within past 2 years
- Considering a Will
- Geography
- TV Region

Rate Card

Base Rental:	£150/000
Selections Charges:	£15/000
Nett Names:	Negotiable
Run on Charges:	£10/000
Agency Commission:	20%
Output & Production:	£50.00
Counts:	Same day
Delivery Time:	48 Hours

Contact DJL Marketing

Call: Delroy Jordon or Stuart Green
Tel: 0208 545 2635
Email: djordon@djlmktg.com
sgreen@djlmktg.com



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