



Interactive Prospect Targeting  
**Data Rental**

March 2010

## If we don't have the data you need we can collect it for you!

IPT's database of over 10.6 million individuals is selectable by email, postal address and telephone number, giving you the resources for a successful multi-channel campaign.

Our database boasts **over 900 selectable interest categories**, from angling to yoga, selectable by age, gender, income, geography and more.

However if we still do not have the data-set you require we can collect it for you. We can build cost-effective data-sets that fit your requirements in just a few days.

Contact the IPT Data Rental Team to find out more.

Direct: 020 7932 4120 - Agency: 020 7932 4136

# Simply the UK's freshest data

By focusing foremost on quality, IPT provides data that will enable you to streamline your campaigns and make major savings in both time and money.

## How do we do it?

IPT's suite of popular consumer-facing websites generates an extraordinary **100,000+ survey completions every day**. Our users feed a stream of detailed information about their personal attributes into our database, constantly refreshing their records and building our understanding of their current interests and needs.

With full opt-in from all our users, we are able to make our database available to you to target relevant marketing communications.

## How will you benefit?

Because our data is highly targeted and has an exceptional degree of recency, you'll enjoy:

- Positively enhanced ROI
- Fewer postal returns
- Reduced wastage at your outbound call centre
- Improved deliverability for email and SMS

As a result:

- Your postage costs will be reduced
- Your outlay on SMS broadcasting will be minimised
- Your relationships with ISPs will be enhanced
- Your call centre staff will be motivated by their success rate

## Precision targeting

As the originator and pioneer of an exclusive online data collection method, IPT has been uniquely placed to serve a wide range of blue chip clients since it was founded back in 2000. The expertise of our staff, built up over the years, enables us to advise you on finely tuned selections tailored to deliver the objectives of your campaign.

If you need to target a niche market, we have a wide range of individual data sets available immediately. Alternatively we can, if required, develop bespoke data sets for you within just days, eliciting specific and detailed information to fit your requirements. And because they are generated online the cost will, of course, be far lower than it would be if you used postal or telephone surveys to achieve the same objective.

## Responsive data for improved ROI

The freshness and recency of IPT's data means that its revenue-generating potential is extremely high. Rather than wasting a large proportion of your resources on records which are obsolete, you'll be concentrating your efforts on contacting valuable prospects – and on acquiring more customers.

### Email

Gross	4,777,691
Unique	3,042,493

### Postal

Individual	10,636,530
Household	7,365,301

### Telephone

Mobile	1,725,379
Landline	1,415,260

### SMS

Mobile/Text	1,725,379
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IPT collects data 24 hours a day, 365 days a year, creating a dynamic and vibrant pool of prospects which delivers authentic 0-12 month recency.

Have a look at the UK's leading prize draw website

[www.myoffers.co.uk](http://www.myoffers.co.uk)

Learn more today!

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# Email data

Rigorous data hygiene ensures that IPT's email data delivers exceptional value. From a total database 18 million strong, **3 million emails** pass the test of our stringent suppression and cleaning process – and these are the only records we consider suitable to offer you for rental. By selecting campaigns with the greatest care, we have been able to **double average open and click rates** since relaunching IPT in October 2008.

## Age

Selection	Quantity	%
18-24	547,079	18.3
25-34	847,067	28.4
35-44	777,200	26.0
45-54	486,336	16.3
55-64	230,834	7.7
65+	95,031	3.2

## Number of Children

Selection	Quantity	%
0	907,070	42.1
1	368,069	17.1
2	498,217	23.1
3	239,161	11.1
4+	142,149	6.6

## Marital Status

Selection	Quantity	%
Married	784,151	37.3
Living with partner	333,673	15.9
Single	768,440	36.5
Divorced/Separated	191,280	9.1
Widowed	26,374	1.3

## Recency

Selection	Quantity	%
0-6 months	1,199,092	39.4
7-12 months	776,984	25.5
13-24 months	580,237	19.1
Over 24 months	486,180	16.0

## Gender

Selection	Quantity	%
Female	1,576,745	51.9
Male	1,459,805	48.1

## Key Selections

Selection	Quantity	%
Betting	165,643	5.0
Charity	873,115	26.1
Credit Cards	601,504	18.0
Health	631,503	18.9
Homeowner	1,248,346	37.3
Insurance-Buildings	726,286	21.7
Insurance-Contents	417,100	12.5
Insurance-Motor	469,574	14.0
Mail Order Buyers	281,035	8.4
Online Buyers	802,130	24.0
Telecoms	1,505,005	45.0
Travel	1,247,868	37.3
Utilities	1,798,724	53.8

## Income

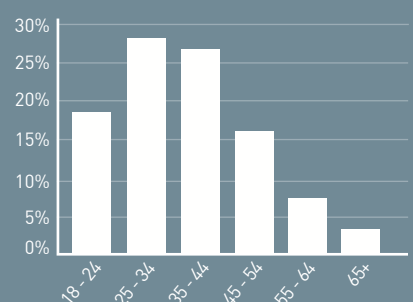
Selection	Quantity	%
Under £5,000	249,722	13.2
£5,000-£9,999	180,614	9.6
£10,000-£14,999	244,141	12.9
£15,000-£19,999	228,736	12.1
£20,000-£24,999	216,214	11.5
£25,000-£29,999	190,526	10.1
£30,000-£39,999	228,190	12.1
£40,000-£49,999	145,382	7.7
Over £50,000	204,341	10.8

## Gender

Female 51.9%

Male 48.1%

## Age

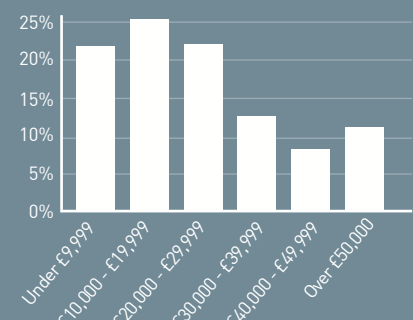


## Children

No children 42.1%

One or more 57.9%

## Income



Email data figures change significantly daily so for accurate counts please call us on **Direct 020 7932 4120** or **Agency 020 7932 4136**

# Postal data

IPT is best known for supplying outstanding data for digital marketing, yet fewer marketers are aware that we also offer one of the most up-to-date postal databases in the market. With over **3.4 million authentic 0-12 month records** and over 900 variables at their disposal, it's no surprise that many direct mailers are discovering how IPT's postal data out-performs many of its popular rivals.

## Age

Selection	Quantity	%
18-24	1,341,395	15.2
25-34	2,410,798	27.2
35-44	1,912,745	21.6
45-54	1,380,577	15.6
55-64	887,310	10.0
65+	920,589	10.4

## Number of Children

Selection	Quantity	%
0	3,318,701	48.4
1	1,207,687	17.6
2	1,253,071	18.3
3	706,710	10.3
4+	370,848	5.4

## Marital Status

Selection	Quantity	%
Married	1,578,059	21.2
Living with partner	858,366	11.6
Single	4,048,591	54.5
Divorced/Separated	177,253	2.4
Widowed	764,096	10.3

## Recency

Selection	Quantity	%
0-6 months	2,159,978	20.3
7-12 months	1,334,178	12.5
13-24 months	1,479,490	13.9
Over 24 months	5,662,884	53.2

## Gender

Selection	Quantity	%
Female	5,759,574	54.1
Male	4,876,956	45.9

## Key Selections

Selection	Quantity	%
Betting	1,052,830	9.9
Charity	1,990,091	18.7
Credit Cards	3,049,433	28.7
Health	1,625,477	15.3
Homeowner	3,986,050	37.5
Insurance-Buildings	3,165,082	29.8
Insurance-Contents	2,211,037	20.8
Insurance-Motor	1,776,359	16.7
Mail Order Buyers	3,089,417	29.0
Online Buyers	1,788,542	16.8
Telecoms	3,691,376	34.7
Travel	3,644,026	34.3
Utilities	1,798,724	16.9

## Income

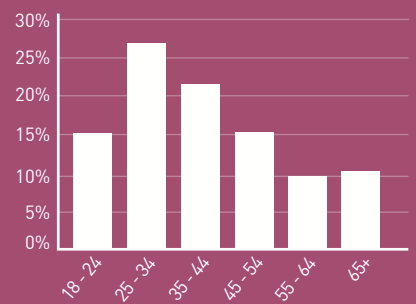
Selection	Quantity	%
Under £5,000	810,794	11.9
£5,000-£9,999	814,602	11.9
£10,000-£14,999	845,776	12.4
£15,000-£19,999	852,309	12.5
£20,000-£24,999	793,903	11.6
£25,000-£29,999	774,108	11.3
£30,000-£39,999	797,429	11.7
£40,000-£49,999	457,393	6.7
Over £50,000	692,705	10.1

## Gender

Female 54.1%

Male 45.9%

## Age

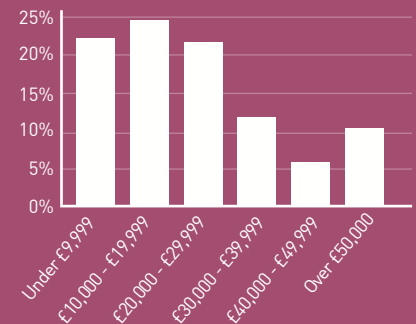


## Children

No children 48.4%

One or more 51.6%

## Income



Postal data figures change significantly daily so for accurate counts please call us on **Direct 020 7932 4120** or **Agency 020 7932 4136**

# Telephone data

**Over 140,000** new telephone numbers stream into IPT's database every month, and this figure grows constantly. Working with some of the UK's largest outbound telephone data users, we generate highly targeted and qualified monthly and weekly telemarketing databases. By verifying every number immediately after collection, we have created a market leading resource offering some of the best telephone data in the UK.

## Age

Selection	Quantity	%
18-24	451,944	18.7
25-34	715,063	29.7
35-44	575,070	23.8
45-54	356,350	14.8
55-64	180,603	7.5
65+	132,462	5.5

## Number of Children

Selection	Quantity	%
0	868,645	43.9
1	351,183	17.8
2	420,919	21.3
3	206,943	10.5
4+	129,260	6.5

## Marital Status

Selection	Quantity	%
Married	600,610	33.3
Living with partner	294,681	16.3
Single	707,829	39.2
Divorced/Separated	180,024	10.0
Widowed	23,153	1.3

## Recency

Selection	Quantity	%
0-6 months	701,668	24.6
7-12 months	610,994	21.4
13-24 months	654,644	23.0
Over 24 months	884,690	31.0

## Gender

Selection	Quantity	%
Female	1,600,630	56.1
Male	1,250,300	43.9

## Key Selections

Selection	Quantity	%
Betting	139,585	4.9
Charity	933,343	32.7
Credit Cards	568,646	19.9
Health	530,434	18.6
Homeowner	955,037	33.5
Insurance-Buildings	271,650	9.5
Insurance-Contents	486,131	17.1
Insurance-Motor	389,453	13.7
Mail Order Buyers	441,946	15.5
Online Buyers	791,191	27.8
Telecoms	1,312,524	46.0
Travel	1,055,229	37.0
Utilities	1,796,514	63.0

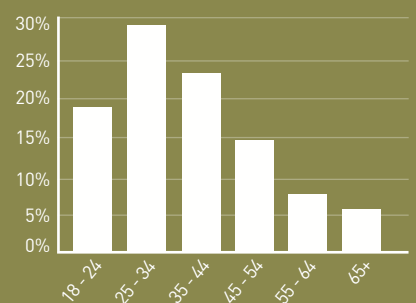
## Income

Selection	Quantity	%
Under £5,000	262,982	13.5
£5,000-£9,999	231,417	11.9
£10,000-£14,999	268,539	13.8
£15,000-£19,999	247,635	12.7
£20,000-£24,999	220,301	11.3
£25,000-£29,999	192,489	9.9
£30,000-£39,999	216,240	11.1
£40,000-£49,999	127,654	6.6
Over £50,000	179,596	9.2

## Gender



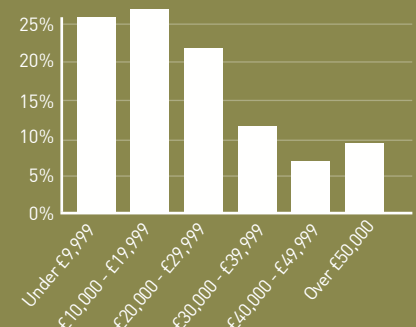
## Age



## Children



## Income



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# SMS data

SMS data, used sensitively for time specific promotions, has proven its worth as an increasingly responsive marketing channel. IPT collects **over 60,000 new SMS numbers per month**, including full opt-in permission for text messaging. We offer you access to a 0–6 month database of **over 310,000 records** within a total file of over 1.7 million high quality mobile numbers.

## Age

Selection	Quantity	%
18-24	352,189	21.2
25-34	509,311	30.7
35-44	393,917	23.7
45-54	240,270	14.5
55-64	114,824	6.9
65+	49,120	3.0

## Number of Children

Selection	Quantity	%
0	658,116	45.4
1	255,960	17.6
2	299,441	20.6
3	146,467	10.1
4+	90,638	6.2

## Marital Status

Selection	Quantity	%
Married	414,460	31.3
Living with partner	225,846	17.1
Single	542,903	41.0
Divorced/Separated	126,201	9.5
Widowed	15,116	1.1

## Recency

Selection	Quantity	%
0-6 months	314,847	18.8
7-12 months	322,965	19.3
13-24 months	510,875	30.5
Over 24 months	525,141	31.4

## Gender

Selection	Quantity	%
Female	981,247	58.6
Male	692,457	41.4

## Key Selections

Selection	Quantity	%
Betting	110,463	6.6
Charity	727,485	43.5
Credit Cards	448,813	26.8
Health	418,118	25.0
Homeowner	686,566	41.0
Insurance-Buildings	214,388	12.8
Insurance-Contents	377,567	22.6
Insurance-Motor	306,739	18.3
Mail Order Buyers	352,555	21.1
Online Buyers	622,538	37.2
Telecoms	1,055,207	63.0
Travel	819,145	48.9
Utilities	1,308,547	78.2

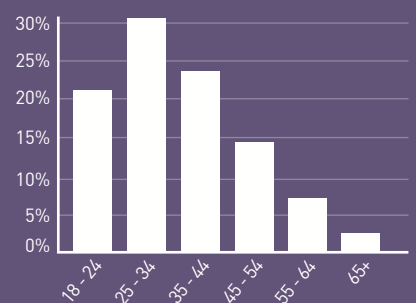
## Income

Selection	Quantity	%
Under £5,000	196,690	14.3
£5,000-£9,999	155,420	11.3
£10,000-£14,999	190,644	13.8
£15,000-£19,999	174,275	12.6
£20,000-£24,999	154,782	11.2
£25,000-£29,999	134,933	9.8
£30,000-£39,999	155,484	11.3
£40,000-£49,999	92,219	6.7
Over £50,000	125,346	9.1

## Gender

Female 58.6%      Male 41.4%

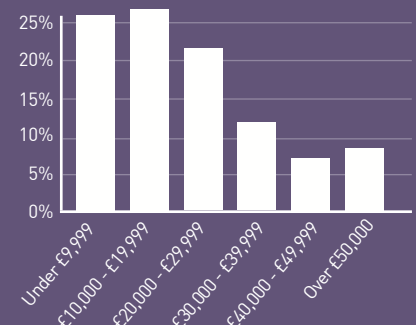
## Age



## Children

No children 45.4%      One or more 54.6%

## Income



SMS data figures change significantly daily so for accurate counts please call us on **Direct 020 7932 4120** or **Agency 020 7932 4136**



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