

# MLC1 123Greetings.com Opt-in Email List

123Greetings.com is the world's leading provider of ecards, helping more than 120 million people use the Internet to send personal expressions to friends and family through the world's largest offering of ecards. Our teams of artists, designers, musicians and visualizers create more than 20,000 ecards for more than 3,000 special events and everyday celebrations. This customized content has made 123Greetings a valued destination for some of the Internet's most popular social media networks. 123Greetings' applications and widgets are available to users of Facebook, MySpace, Friendster, Orkut, Hi5 and Bebo and other social networks and blogs, which allow users ubiquitous access across multiple devices and platforms.

	Quantity	Cost of Rental
<b>Electronic Direct Mail</b>	28 Million	S\$150 / thousand

\* All prices are in SGD, excludes agency fees (if applicable) and GST.

**Minimum Order:** 3,000 contract value. Negotiable for test orders.  
**Order Fulfillment:** 5 working days upon order confirmation  
**Channels Available:** Electronic Direct Mail  
**Countries Available:** International

### Geographical Break-up of the List for Email Shot (Selection Possible)

<b>South East Asia</b>	
Phillipines	415,591
Vietname	355,565
Malaysia	373,441
Singapore	259,166
Indonesia	160,075
Thailand	144,501
<b>North America</b>	13,000,000
<b>Europe</b>	3,000,000
<b>Middle East</b>	1,150,000
<b>India</b>	5,000,000
<b>Rest</b>	4,000,000

Further can be targeted to state, city, zip code.

<b>Gender</b>	
Male	-36%
Female	-64%
<b>Age Distribution</b>	
15-20	-12%
21-29	-21%
30-39	-25%
40+	-42%
<b>Household Income</b>	
Under S\$35k	-19%
S\$35k-S\$50k	-24%
S\$50k-S\$75k	-27%
S\$75k-S\$125k	-17%
S\$125k+	-13%

Electronic Direct Mail (eDM) must be deployed through client's dedicated technology platforms. Delivery report will be provided at the end of the campaign.

### Terms & Conditions

All data are strictly for one-time use only. Any form of copying or duplication is strictly prohibited. All lists are seeded to detect unauthorized use. Due to regular updates, costs and counts are subject to change without prior notice. Mailing sample must be supplied to eFusion for approval prior to confirmation of order.

Contact us at (65) 6517-4933/35 or Email Us: db@eFusion.com.sg

