

SC18 HDB Owners In Singapore

Forming about 80% of Singapore population, these HDB dwellers make up a large pool of potential customers for FMCG, children products, travel products and household products. They can be further segregated by the regions – North, South, East, West and Central.

	Quantity	Cost of Rental
Direct Mail	26,000	S\$350 / thousand
Electronic Direct Mail	7,000	S\$350 / thousand
SMS	32,000	S\$350 / thousand
Telemarketing	32,000	S\$350 / thousand

* Set-up cost and execution of telemarketing campaigns by eFusion's call centre is available upon request.

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

Minimum Order: 5,000

Order Fulfillment: 5 working days upon order confirmation

Channels Available: Direct Mail, Electronic Direct Mail, Sms and Telemarketing

Countries Available: Singapore

Order Delivery

Direct Mail data will be delivered via email to approved 3rd party mailing bureau.

A service charge of S\$30 is applicable.

Electronic Direct Mail (EDM) and SMS broadcast must be deployed through eFusion's dedicated technology platforms. Delivery report will be provided at the end of the campaign. Set-up fee of S\$200 is applicable for SMS and EDM campaign deployment.

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