

## SC20 Males Aged 30-45 Years Old With Minimum Income Of S\$30k Per Annum

If your target market is broad and a generic profile is desired to test response, these 2 bases are your best bet. Mostly English educated and armed with tertiary qualification, these individuals are generally more responsive to direct marketing campaigns due to their high disposable income and penchant for latest and newest trends and gadgets. These lists are highly demanded by marketers of consumer durables, fashion apparels, travel, mobile phones and technology gadgets.

	Quantity	Cost of Rental
<b>Direct Mail</b>	5,000	S\$350 / thousand
<b>Electronic Direct Mail</b>	5,000	S\$350 / thousand
<b>SMS</b>	22,000	S\$350 / thousand
<b>Telemarketing</b>	22,000	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](mailto:db@eFusion.com.sg)