



The Gene Pool

prospective customer targeting made simple

Almost every adult in the UK is at your fingertips with the Gene Pool. From charity donors to sporting fanatics, young families to the rich and not so famous, The Gene Pool, with its component 'Gene' data files, offers the opportunity to target accurately against just about any selection you may require.

Profile

Rates

Age

Credit Rating

Family

Composition

Employment

Type

Covering all varieties of people, you can choose your profile using the extensive selections available from The Gene Pool and its component 'Gene' data files.

Base Rental

£90/000

Selections

£5/000

CAMEO Selections

£10/000

Run on Charge

£10/000

Production/Delivery

£30

Minimum Order

£750

Agency Commission

20%

Working Together:

The Gene Pool consists of six individual 'Gene' data files; The Family Gene, The Money Gene, The Sports Gene, The Holiday Gene, The Leisure Gene and The Charity Gene. Selections made from each individual 'Gene' combine across the entire 'Pool' to enable you to create targeted, relevant and specific prospect pools based on the personal profiles of over 41 million UK individuals. Taking the basic information of age, gender and preferred response channel from The Gene Pool, then mixing this with the more detailed lifestyle information held within the 'Gene' data files, will lead you or your client to a pool of individuals who are likely to be receptive to your products and services.

Generally we advise allowing 24 hours for basic counts (48 hours for previous order exclusions or more complex counts) and 3 days for data delivery. If, however, your counts or data needs are more urgent, give us a deadline and we will do everything possible to meet it.

Fresh Data:

The Gene Pool is built from highly responsive names and addresses from all walks of life. The file is sourced from electoral roll data, unique information and exclusive data contributor relationships. The file is constantly updated, with no record older than 12 months.

Counts and Data Delivery:

We always aim for efficiency at TRG Strata. If you work to tight deadlines then we will work to tighter ones, getting accurate counts and data to you on time.

General

Gender
Age
Birthday
Income
Employment
Family Attributes
Mail Order Buyers
DM Responders
CAMEO classifications

Interests

Health and Fitness Activities
Sports Interests
Other Hobbies and Interests
Holidays
Education
Leisure Activities
Types of Charities Supported

Financial

Bank Accounts
Credit Cards
Insurance Policies
Insurance Renewals
Savings Plans
Investments
Pensions
Wills
Stocks and Shares

Home and Family

House Type and Tenure
Length of Residency
Pet Ownership
Computer Use
Electrical Products and White Goods
Grocery Shopping
Car Ownership and Use
Newspaper Readership
No. of Children
Age of Children

The Gene Pool is brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again. The Gene Pool is powered by Callcredit Information Group Marketing Solutions.

