



The Holiday Gene

Want to target holiday makers based on their favourite destinations, how often they travel, how they get there or the type of holiday they prefer? The Holiday Gene holds specific information about travel preferences, ideal for companies offering travel related products and services. Holiday information also provides a good indication of disposable income. By combining these with other selections from the 'Gene' data files, targeting has never been easier.

Profile

Rates

Age	40+
Credit Rating	High
Family Composition	Older Singles, Couples and Younger Families
Employment Type	Professional/White Collar

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%



The Gene Pool

prospective customer targeting made simple

Working Together:

The Holiday Gene is just one of the components of The Gene Pool, where 'targeted and specific' is the name of the game. Selections made from each individual 'Gene' combine across the entire 'Pool' to enable you to create a unique dataset of highly targeted and relevant potential customers, specific to your requirements. Taking the basic information of age, gender and preferred response channel from The Gene Pool, alongside the more detailed lifestyle information held within the 'Genes', will lead you or your client to a pool of individuals who are likely to be highly receptive to your products and services.

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.

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.

The Holiday Gene Selections

Holidays

Camping

Caravanning

Holidays Taken - UK/Ireland

Holidays Taken – Europe

Holidays Taken - North America

Holidays Taken - Rest of the world

Holidays Taken - UK (No. of)

Holidays Taken - Overseas (No. of)

Holidays Considered UK/Ireland

Holidays Considered – Europe

Holidays Considered - North America

Holidays Considered - Rest of the World

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.

