



# The Money Gene

If you are searching for potential customers who actively look after their cash, then this is the perfect file for you. With information on income, pensions, insurance and investments, this list can find your relevant prospects. By adding selections from the other 'Gene' data files, targeting can be even more specific.

## Profile

## Rates

### Age

30 - 74

### Income

£40-£100k +

### Family

Older Families & Couples

### Composition

### Employment

### Type

Professional/Managerial

### 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 Money 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 Money Gene Selections

## Bank Services

Bank Account  
Cheque  
Instant Access  
Monthly Interest  
No. Transaction Charges  
Notice for Withdrawal  
24hr Phone Banking  
Branch Based  
FreeFone/FreePost  
Telephone Withdrawal to Main Account

## Credit Cards

No Credit Cards  
Cheque Guarantee  
Amex/ Diners Club  
Frequent Flyer  
VISA  
Mastercard  
Credit Card Loan  
Credit Card Payment  
Unknown Credit Card  
Store Card  
Personal Loan

## Insurances

Health Care Insurance  
Renewal Month  
Home Buildings Insurance  
Home Buildings Insurance  
Renewal Month  
Home Contents Insurance  
Home Contents Insurance  
Renewal Month  
Life Assurance  
Motor Insurance  
Motor Insurance Cost  
Motor Insurance  
Renewal Month

## Savings

Plans  
Investments & Pensions  
Regular Savings Plan  
Building Society Account  
ISA/ PEP/ TESSA  
Lump Sum Investment  
Pension  
Wills

## Stocks and Shares

Blue Chip  
Shares  
FTSE Shares  
General Shares  
Shares in Multiple Companies  
Privatisation Shares  
No. of FTSE Companies Invested In  
Name & Sector of FTSE Companies  
Total No. of Shares in Shareholding  
Current Value of Shares in Shareholding  
Current Value of Share Portfolio  
Current Value of Household Share Portfolio (households)

## 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.

