



The Sports Gene

If you want to add a bit of athleticism to your campaign by targeting sporty types, The Sports Gene can give you what you need. It contains extensive information about an individual's specific sports or fitness interests, including whether they participate or spectate. By using these variables alongside other selections from the 'Gene' data files, you will get an accurate picture of your potential prospects.

Profile

Rates

Age	30 - 64
Income	£30-£70k +
Family Composition	Mature Families & Couples
Employment Type	Professional/Managerial/Clerical

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 Sports 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.

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.

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.

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 Sports Gene Selections

Health and Fitness

Health Foods
Jogging
Keep-fit
Slimming Products
Vitamins

Sports

Bowls
Cricket
Cycling
Darts
Fishing
Football
General Sports
Golf
Hiking
Motorsports

Power Boating
Racquet Sports
Rugby
Sailing
Skiing
Snowboarding
Squash
Tennis
Watersports
Windsurfing

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.

