

## THE MAIL ORDER BUYERS DATABASE

<b>Background</b>	<p>This file consists of UK consumers who have purchased a wide variety of products via online or mail order mediums. This database has been compiled using transactional information from our database syndicate members.</p> <p>The products purchased range from sporting equipment to clothes, books, CDs and DVDs.</p>
<b>Volume</b>	7,855,378
<b>Available Data</b>	Name Home address Postcode Telephone number Mobile telephone number
<b>Selections Available</b>	<p>300+ selections available via our syndicated multiple overlay platform.</p> <ul style="list-style-type: none"><li>Geography</li><li>Income</li><li>Product type</li><li>Product cost</li><li>Method of payment</li><li>Frequency of purchase</li></ul>
<b>Ring-fencing</b>	<p>Unique Prospects operate a strict ring-fencing policy to ensure that all data remains responsive.</p> <p>Any data supplied is never supplied again to a company involved in a similar business activity for a period of at least 30 days.</p>
<b>Delivery</b>	48 hours

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