

DATA RENTAL & SPONSORSHIP

Available Now!



**GUARANTEED
RESPONSE
OCCUPATION**



**0-12 Month –Postal 1,300,000, Email –180,000
Telephone –850,000, Mobile 100,700**

ADM are pleased to announce the list management of Guaranteed Response the largest warranty programme in the UK.

About Guaranteed Response

Data is collected from guarantee cards in collaboration with some of the best known electrical manufacturers in the UK. Contained within the packaging of goods such as steamers, coffee makers, trouser presses and bread makers will be a guarantee card. Consumers complete the card, or its online equivalent, in order to register their product.

Selections Available

Contained within the warranty card are a select number of questions relating to the following categories:

Occupation	Director	Employed	Housewife	Manager
	Manual/Factory	Medical/Health	Office/Clerical	Other
	Professional	Public services	Retail	Retired
	Self-employed	Skilled tradesman	Student	Supervisor
	Teacher/Lecturer	Unemployed		

Why Guaranteed Response:

- Accurate data – Supplied by consumers interacting with a trusted brand, their responses have proven to be far more precise and better considered than data collected via incentive led surveys.
- Fresh data – Data generated via the online registration sites can be supplied in real time, data generated from paper registration cards within 24 hours.
- Transactional data – Each record has been provided by a consumer, someone who has a disposable income and is active in the market place.
- All year round– Warranty cards, or their line equivalent, are completed and returned 365 days a year ensuring a constant, reliable source of fresh leads.

Data Cleanliness

This database is cleaned on a monthly basis against DMA approved suppressions

**Please visit our website for further information:
alchemydirectmedia.com**

Some of the best known electrical brands on the high street



Profile

- 46% Male, 54% Female
- Home Owners
- Socio Economic - ABC1
- 10% Directors
- 15% Share Holders
- Interests: Wildlife, Pets, Music, Health Foods, Gardening, Fashion, DIY, Astrology, Slimming

Age Breakdown



Postal - £130/000 Selections - £10/000
Email - £130/000 Commission - 20%
Tel - £150/000 Delivery - £50 Flat

**Call your account
manager today:**

01634 226490

