



Description

CYRILLUS sells classical high-quality fashion and interior accessories for the whole family through catalogues and the internet. The range of products consists of exclusive goods for women, men, girls, boys, babies and interior. The main target group can be described as follows:

- Women aged between 25 and 45 years
- Over average purchase power and high educational level
- Open-minded towards attractive offers in the fields of fashion, interior design, beauty and family

The customers regularly receive catalogues, mailings and e-mailings. New customers are required via catalogues, inserts, member-get-member offers and online marketing. Cyrillus is active in Germany, France and Switzerland.

Details

Address potential		Selection criteria	
Buyers 0-6 months	12,157	Product groups, gender, postal code, Eastern/Western part of Germany, etc.	
Buyers 7-12 months	9,432		
Buyers 13-24 months	14,178	Recruitment method	
Prospects lt. 0-12 months	2,981	Mailings, inserts	
Customers 24-36 months	11,507		
Profil		Age structure	
Males	3%	Real age	65%
Females	97%	Average age	25-45 years old

Conditions

Price		Selection fees	
Buyers 0-6 months	220,00 € o/oo	Additional criterion	10,00 € o/oo min. 180,00 €
Buyers 7-12 months	220,00 € o/oo	Flagging costs	10,00 € o/oo min.
Buyers 13-24 months	200,00 € o/oo	Delivery fees	120,00 €
Prospects 0-12 months	180,00 € o/oo	Minimum invoicing	40,00 €
Customers 24-36 months	180,00 € o/oo	Minimum order quantity	70%
			10,000 addresses

January 2018