



Description

Pia celebrates passion for truly creative design with its unique collection of jewellery and fashion accessories via mail order catalogues and on-line. Some pieces are classic, others have been inspired by nature or reflect a cool modernity, and is complemented with a stunning collection of handbags and fashion accessories. The Pia collection is lovingly crafted to the highest standards and offers their customers a great gift idea for any occasion. Pia collection is available online: <http://www.piabijoux.fr>

Profile

Pia customers are female, predominantly aged 60+. They are active (executives are over-represented) or retired, and have high disposable incomes. The customers mainly live in rural areas or in upmarket neighbourhoods of small French cities. They are recruited using direct mail and package inserts and their average order value is about 110€

Available selects

Geo, gender, recency, frequency.

RECOMMENDED USAGE

Pia's audience is made of regular distance buyers, ordering via « classical channels » (direct mail / phone), but also using internet. This clientele is adapted to any offer linked to home equipment, fashion, beauty, creative leisure, health products...

Universe (France):



0-24 months: 12500 rec.

Rental prices:

Postal addresses

Base rental per 1000.....250 €

Flat setup fees.....230€

Minimum order: 5 000 records

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