

Article number

37266

List name

NAB Germany [D]

Number of items	Name	Price in EUR	Pricing unit
37,500,000	Household addresses		
	Up to 5,000 addresses	155.00	‰
	5,001 – 10,000 addresses	145.00	‰
	10,001 – 50,000 addresses	130.00	‰
	50,001 – 100,000 addresses	120.00	‰
	100,001 – 250,000 addresses	110.00	‰
	As of 250,001 – address price on request		

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses

Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR185.00 fixed rate + EUR 10.00 ‰ per selection criteria

Germany is one of the best developed countries when it comes to European direct marketing. This applies with regard to the existing advertising and approach opportunities. The NAB Germany is a comprehensive household database containing almost all the households in Germany. What opportunities does the NAB offer you?

Within the NAB household database, individual information is collected for every address and enriched by means of micro-geographical analysis procedures for target group determination. With an average of 150 individual pieces of information for each address opens up a multi-faceted selection of selection criteria for precise target group determination.

Should you have precise requirements, we will create an individual survey for you.

Sales by:

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