



Marketing Source's  
National Database Product

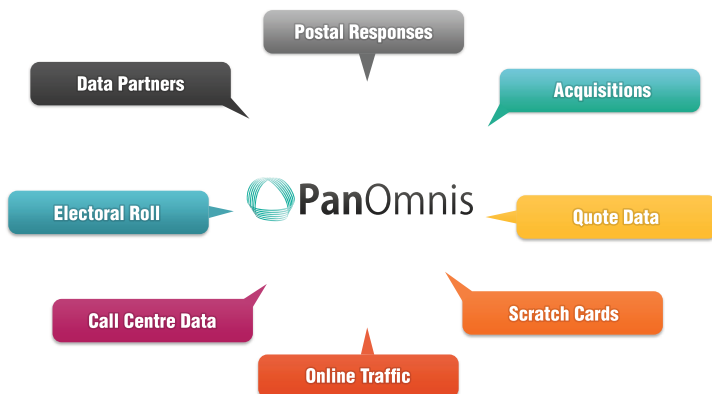
2010



**PanOmnis is a dynamic single-view-database spanning more than 49 million consumer records. It contains data from a range of channels, from data collected by Marketing Source to data from its exclusive partners and contributors.**

All our data is collected through surveys, data partners and through contributors who collect data through different and a broad array of channels and conditions; transactional, lifestyle, and lead generation.

This is bolstered and validated with publicly available information to strengthen and widen the proposition.



## What Can It Do For Me?

PanOmnis provides you with the information you need to hit the right target every time. With over 200 levels of targeting you can pinpoint your audience down to smallest details and ensure your sales communications deliver outstanding results. You'll be able to carry out postal, telephone, email and mobile campaigns more efficiently and successfully using precise data that gives you a winning advantage over your competitors.

## PanOmnis Benefits

### Fresh

Monthly scheduled updates run across the breadth of PanOmnis

### Multi-channel

Postal, telephone, mobile and email all available

### Recency

70% 0-24mth recency. Over 5 million updates per year.

### Rates

Base rental (postal) £120 per '000  
Base rental (email) £50 per '000  
Phone numbers + £60 per '000

Selections £10 – £20 per '000  
Acorn £15 per '000  
Financial Acorn £15 per '000  
Run-on £10 per '000

MPS cleaned

Format/Delivery  
Output and delivery £65  
Available on email/ftp  
Delivery 2-3 days  
Minimum order  
£500 + delivery

## Find Out More

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**Fax** 0871 661 6071

**Email** [sales@marketingsource.co.uk](mailto:sales@marketingsource.co.uk)

**Website** [www.marketingsource.co.uk](http://www.marketingsource.co.uk)

### London Office

Marketing Source Ltd, Swan Centre, Fishers Lane, Chiswick, London W4 1RX

### Devon Office

Marketing Source Ltd, The Chambers, 22 The Strand, Exmouth, Devon EX8 1AG

	<b>Mailable</b>	<b>Mobile</b>	<b>Landline*</b>	<b>Landline**</b>
<b>Individual Records</b>	49,728,459	5,051,742	12,283,988	3,360,747
<b>With Full Date of Birth</b>	10,289,170	1,793,809	3,807,024	864,314
<b>Which Only Have Year of Birth</b>	35,956,310	3,746,826	10,348,557	2,670,872
<b>With Car Insurance Renewals</b>	14,006,860	2,299,381	5,415,650	1,326,427
<b>With Buildings or Contents Insurance</b>	18,807,656	1,932,513	5,988,300	1,545,393
<b>Married or Co-habiting</b>	5,441,444	635,071	2,964,899	607,883
<b>Gender Female</b>	24,587,760	2,016,770	5,994,093	1,544,313
<b>Gender Male</b>	23,761,403	3,017,894	5,802,555	1,562,295
<b>Home Owner</b>	6,585,125	694,153	3,828,052	802,650
<b>Home Renter</b>	2,020,329	229,771	739,615	248,137
<b>Email Address</b>	5,086,395	1,707,777	1,127,112	370,235

\*Pre TPS Suppressions  
 \*\*Post TPS Suppressions

## Key Selections

Charities  
 Detailed Personal Information  
 Email & Internet  
 Financial  
 Hobbies & Interests  
 Holiday Information  
 Household Information  
 Buildings Insurance  
 Car Insurance  
 Home Insurance  
 Mailorder  
 Modelled Information

News & Media  
 Pets  
 Shopping  
 Travel  
 Vehicle Information  
 Well-Being



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