

OLICO DIRECT MARKETING

Analytically driven marketing solutions



Email inventory

Email rates *1,5 Million Records*

Emails sent	Cost per email
0 - 100k	35c
100 - 300k	30c
300 - 500k	25c
800k - 1 Million	15c
1 Million +	10c

Email product offering

Surveys	Per completed survey	R50
Infographic	Per infographic	R15 000
eBook	Per eBook	R50 000
Sponsored post	Per sponsored post	R15 000
Newsletter advertising	Per banner spot	R7500



40% | 18-29
50% | 30-49
10% | 50-70

Age split



SMS inventory

15 000 000
records

Gender split

♀ 52% ♂ 48%

SMS Campaign Rates *15 Million Records*

SMS' sent	Cost per sms
0 - 100k	44c
100 - 300k	36c
300 - 500k	32c
500 - 800k	28c
800k - 1 Million	27c
1 - 2 Million	26c
2 Million +	25c

Bulk SMS Rates *15 Million Records*

SMS' sent	Cost per sms
0 - 100k	17c
100 - 300k	16c
300 - 500k	15c
500 - 800k	14c
800k - 1 Million	13c
1 - 2 Million	11.9c
2 Million +	Let's talk

* We create and run the sms campaign for you using our own data

* We supply sms capability only



Segmentation groups



Additional segmentation

Credit card user | Employment | Insurance User | Mobile contract user | Personal loan user | Home owner | Vehicle Owner

Income split

Very High | R25 000

High | R16 000 - R25 000

Medium | R12 000 - R16 000

Low | R8 000 - R12 000

Very Low | R0 - R8 000

Banner inventory

500k + Banner impressions per month

R250 CPM

Data inventory

Data 1,5 Million Records From 40c / record

Data Records	Cost per record
0 - 100k	R1,50
100 - 300k	R1,00
300k - 500k	80c
500k - 800k	70c
800k - 1 Million	60c
1 - 2 Million	50c
2 Million +	40c

- Data is refreshed monthly

- Provide us with ID's and we give you matched & verified data

Data Matching From 15c / record

Data Records	Cost per record
0 - 100k	50c
100k - 300k	30c
300k - 500k	20c
500k - 800k	15c
800k - 1 Million	15c
1 - 2 Million	15c
2 Million +	15c

Records include

Personal information | Verified cell no | Email where available | Postal address | And more