

# 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

## 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