

FocusOn RFM - Recency/Frequency/Monetary

62,232,550	TOTAL UNIVERSE / BASE RATE	\$95.00/M
7,238,717	Monthly Hotline	+\$15.00/M
24,374,061	3 Month Hotline	+\$10.00/M
57,604,512	12 Month Hotline	\$95.00/M
	Fundraiser/Publisher Rate	\$75.00/M

LIST TYPE

Consumer



SELECTS

Age	\$6.00/M
Average Spend by Channel	\$10.00/M
Bankcard Holders	\$10.00/M
Channel - Catalog, Retail or Web	\$10.00/M
Children by Age	\$7.50/M
CSI (Credit Score Index)	\$15.00/M
Date of Birth	\$10.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Marital Status	\$5.00/M
Number of Purchases	\$10.00/M
Percent Spend by Channel	\$10.00/M
Presence of Children	\$5.00/M
Purchase Amount by Dollar	\$10.00/M
Purchase Category	\$10.00/M
Shopper Score	\$15.00/M
State, Zip, SCF	\$5.00/M

Description:

Each month FocusOn RFM – Recency/Frequency/Monetary captures 75 million transactions totaling \$2.5 BILLION spent.

The best predictor of what a consumer is going to purchase in the future is what they have purchased in the past. Our FocusOn RFM – Recency/Frequency/Monetary – database is a **100% true transaction** database with all transactions reported from *point of sale* for 62 million households.

FocusOn RFM is a dynamic **new-to-market database** that will identify the best potential prospects for your marketing efforts. More than 4.5 billion transactions from more than 1,500 catalog, retail, and web merchants have been rolled up into 50+ categories and over 1,000 subcategories. Each category and subcategory has date of purchase, number of transactions, dollars spent, and purchase channel attached to it, all of which are selectable.

In addition, each consumer on our database has been assigned a **Shopper Score** based on their purchasing activity including number of transactions, dollars spent, and other factors. This score not only enables mailers to find their best future customer but can be used to reactivate past customers.

Individual transaction categories available include Women's and Men's Apparel, Appliances, Automotive Products, Children's Products, Cosmetics, Designer Products, Electronics, Health Products, Home Products (Domestics, Furniture, Décor, Kitchen), Jewelry, Pet Products, Religious Products, and Sports Equipment.

New transactions are added monthly.

Source:

100% Point of Sale

Please inquire for additional selects.

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



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MINIMUM ORDER

Postal: 10,000

DEMOGRAPHICS

58% Female
42% Male
Median Age: 47
Median Household Income: \$82,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M