



@ Schober Opt-in

The Opt-in E-mail global solution for Spanish speaking countries

Universe: About 9 million of personal Opt-in e-mail addresses from Spain and Latin America

Services: Antevenio Opt-in email list will provide you with a global service for your e mailing campaign:

- A complete Opt-in e-mail list.
- The sending of the campaign by the technological platform of Antevenio.
- Following-up of the campaign and generation of reports.

Profile of the database: This database is owned by Antevenio, being commercially distributed by Schober.

It contains e-mail addresses of persons who have given their **clear permission to receive promotions by e-mail** through an on-line questionnaire in one of the several WebPages associated to the Antevenio Network, choosing their interests and giving data about their business and personal profile.

Segmentation criteria:

The database can be segmented by over 200 variables that include: Geography, gender, age, Job title, professional sector, home owners, level of education, income level, and over 180 categories of interest (B2C/B2B).

TARIFFS per thousand records:

- Base price: 100,00 €

Segmentation Criteria (Concepts to be added to the base price):

- Selection by one interest category: 20,00 €
- Demographic selection (Gender): 20,00 €
- Demographic selection (Age): 20,00 €
- Demographic selection (Geography): 20,00 €
- Postal code selection: 50,00 €
- Subcategories of interest selection: 50,00 €
- Job title selection: 50,00 €
- Sector selection: 50,00 €

For further information contact your international consultant, Gerardo Raído, on the phone +34 91 3822003, or send him an e-mail to: graido@schoberpdm.es