

# B2C Data - ConsumerCircle

The ConsumerCircle database contains over 8 million UK consumer contacts with email. All data goes through a strict due diligence process to ensure it is collected lawfully and cleansed weekly.

Media buyers/planners are able to target broad/niche audiences with the correct 3rd party permissions.

The data is made up of over 60 different data feeds and contains the following information to select from:



## **Transactional Data Selections**

*Source: Online quotes and purchases*

- Homeowner
- No of Bedrooms
- Purchase Price
- Length of Residency
- Uses Credit Card
- Had a Loan
- Refused prior Credit
- Make & model vehicle
- Insurance Claims
- & More

## **Lifestyle Data Selections**

*Source: Surveys from holiday travellers*

- Holiday Destination
- Hobbies
- Interests
- Number of holidays
- Products Bought
- & More

## **Social Data Selections**

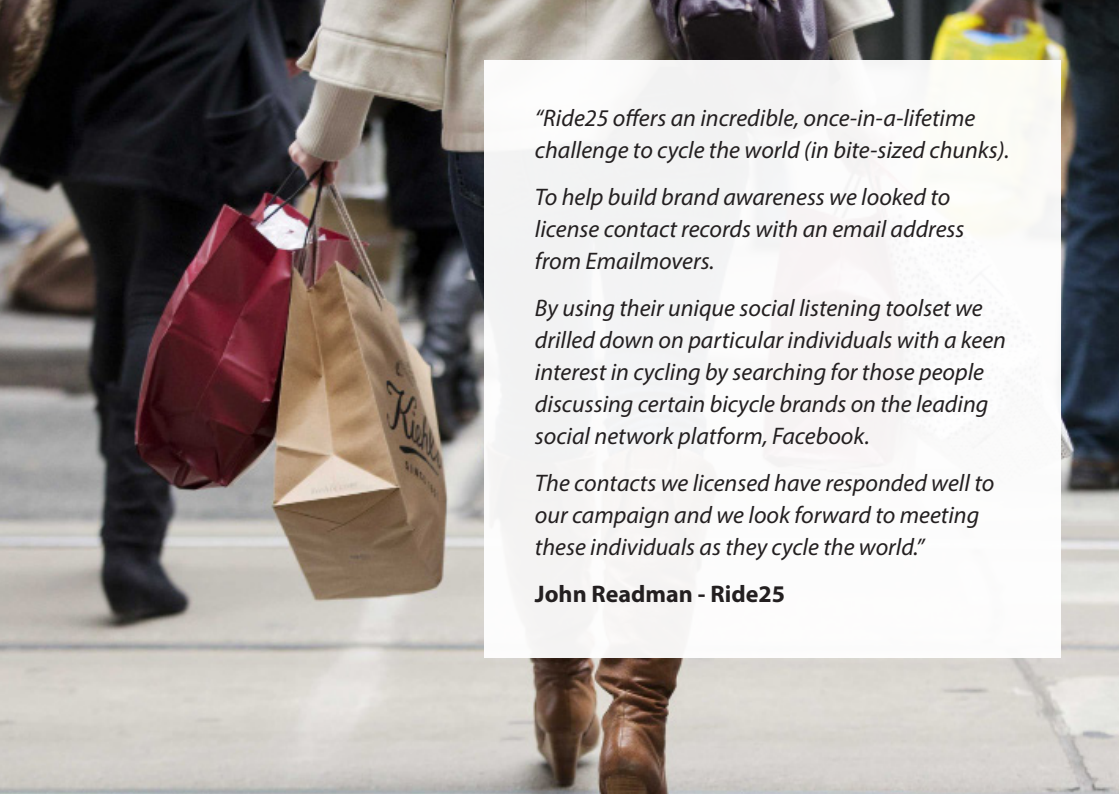
*Source: Facebook through app partners*

- Dating
- Gambling
- Pets
- Travel
- Entertainment
- Fashion
- Sport
- Beauty
- Finance
- & More

## **Other Demographic Selections**

*From multiple sources*

- Name
- Age
- Location
- Gender
- Income
- & More

A person in a white jacket is walking away from the camera, carrying two shopping bags: a red one and a brown paper one with the 'Kiln' logo. The background shows other people and a city street.

*"Ride25 offers an incredible, once-in-a-lifetime challenge to cycle the world (in bite-sized chunks).*

*To help build brand awareness we looked to license contact records with an email address from Emailmovers.*

*By using their unique social listening toolset we drilled down on particular individuals with a keen interest in cycling by searching for those people discussing certain bicycle brands on the leading social network platform, Facebook.*

*The contacts we licensed have responded well to our campaign and we look forward to meeting these individuals as they cycle the world."*

**John Readman - Ride25**



*...and now we're turning social,  
it's even easier to find your customers.*

The data is unique due to the Social profiling that has been collected through Facebook Open Graph. This includes everything that a user has liked or shown an interest in, such as brands, actors, products, TV, Entertainment, etc.

The profiling allows us to categorise by the above selections or search by individual keywords that may be trending. This allows us to intelligently search, segment, count and export data that is totally unique and allows us to identify the contacts that are likely to be interested in your products.

# ConsumerCircle Data Card

## Personal

Male	2,617,878
Female	2,620,854
Ages 18-24 years old	199,260
Ages 25-44 years old	3,237,756
Ages 45-64 years old	1,559,747
Ages 65-84 years old	241,375
Single	1,184,226
Living with partners (common law)	152,716
Married	1,288,693
Divorced/Seperated	21,335
Widowed	6,530
Civil Partnership	8,983
Has Children	1,990,249

## Employment

Employed	16,655
Unemployed	81,795
Retired	43,848
In Education	10,645
Self Employed	3,675
House Person	3,042
All Company Directors	239,852
Income Up to £12,500	215,935
Income £12,500 to £18,000	856,842
Income £18,000 to £25,000	1,159,592
Income £25,000 to £33,000	813,908
Income £33,000 to £41,000	705,206
Income £41,000 to £60,000	623,162
Income £60,000 to £75,000	197,562
Income £75,000 to £125,000	191,220
Income £125,000 +	197,026

## Residential Status

Tenant	3,258,431
Homeowners	986,434

## Location

England, Scotland, Wales and Northern Ireland	4,471,631
Northern Ireland	123,255
Wales	228,437
Scotland	432,831
England	3,687,108

## Insurance

	Home	Vehicle
January	13,798	59,192
February	20,209	54,182
March	24,302	54,301
April	32,063	52,770
May	36,515	54,931
June	27,273	27,273
July	30,385	62,073
August	25,168	58,027
September	23,841	58,478
October	23,865	55,781
November	21,106	52,781
December	19,171	40,422

## Property Value

Up to 150K	255,575
150K - 200K	258,019
200K - 260K	168,931
260K-360K	99,037
360K-500K	46,441
500K +	25,910

## Property Type

High Rise	133,751
Detached	770,374
Semi- Detached	1,309,451
Flat	314,810
Terraced	1,323,387

# Social Insights

## Auto/Vehicles

All	981,900
Auto Enthusiasts	980,653
Caravan Enthusiasts	299
Motorbike Enthusiasts	694

## Finances

Online Banking	255
Investors	359
Struggling	3,974

## Entertainment

All	564,163
Films & Movies	22,829
Music Fans	12
TV Shows	532,439
Games	8,883

## Gambling/Betting

Football Betting	11,636
Gamblers	826,119
Bingo	82,440

## Hobbies

Gardening	899,523
Walking	65,177
Wildlife	35,826
Fishing	9,711
Photography	108,224
Fun	4,306

## Other Areas/Interests

Books/Magazines	514,673
Beauty	6,746
Bars & Clubs	893,000
Charity Donors	586,327
Computer Enthusiasts	46,116
Cooking	641,992
Dating	2,613
DIY/Active Home Improver	0
Eating Out	382,041
Fashion	234,472
Health & Fitness	91,280
Tablets & Smartphones	3,464
Travel	941,691

# Social Insights (continued)

## Pets/Animals

Animal Lovers	60,033
Cats	1,446
Dogs	2,800
Birds	2,472
Fish	1,800
Rabbits	81
Reptiles	73
Pet Owners	8,672

## Shopping/Buying

Comparison Sites	1,307
Group Buyers	5,772
Likes To Shop	639,960
Mail Order Buyers	459
Supermarket Shopper	635,095

## Sport

Sport	288,431
Football	122,619
Rugby	66,007
Golf	175,025
Skiing	13,470

## Sunday Newspaper

Any Sunday Newspaper	332,557
The Sunday Times	87,996
The Weekend	199,965
The Sunday Telegraph	23,747
The Mail on Sunday	19,271
The Observer	59,759
The Independent on Sunday	11,891
News of the World	20,219

## Daily Paper

Any Newspaper	493,171
Daily Telegraph	43,398
The Guardian	70,022
The Times	155,956
The Independent	34,270
Financial Times	19,393
Daily Mail	22,956
The Sun	14,682
Daily Express	47,477
Daily Mirror	194,413
Metro	27,919