

Introducing Response Catalogues

Consumer Information Centre and info target the ABC1 45+ market

Pay only for enquiries generated



Payment by results – a great concept gaining more and more support from companies keen to measure marketing effectiveness. Pay only for enquiries generated.

CLD Response Catalogues are simply a catalogue of free catalogues or brochures! Mailed to extensively profiled consumers it provides a showcase of free catalogues available for these consumers to request.

Following a proven format with up to 60 catalogues and brochures featured which are all free to request by the consumer. The CLD response catalogue is distributed through direct mail and other responsive channels to an extensive and carefully maintained consumer database.

CLD invest far more heavily than other companies in carefully profiling and validating our mail recipients to ensure the best results for your campaign – the emphasis is very much on quality.

Quality Score Index:

Participating companies receive a daily response file by email along with a quality score index that ranks the quality of the lead.

CLD Response Catalogues meet the needs of companies large and small. Whether you have a mail order catalogue looking for high volume enquiries or a small company with a niche product or service, response catalogues reduce your marketing risk. The Response Catalogue format which contains a picture of your catalogue or brochure and a short text description has proven to be highly appealing.

Consumer Information Centre

A catalogue targeting the ABC1 45+ market.

info

Similar profile to Consumer Information Centre but with a different database.



Fashion, Home Improvement, Travel, Finance and Insurance, Charities, Motoring, Gifts and Collectibles, Property and Gardening, Mail Order; just some of the successful users of response catalogues

Further information

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