



## PRODUCT BROCHURE

### Contents >>

#### **SMS Databases**

Adult SMS subscriber's database  
Gay SMS subscriber's database  
Tarot / Horoscope subscriber's database  
Competition database  
Ring-tone subscriber's database  
Tipster subscriber's database

#### **Lifestyle Databases:**

Consumer Lifestyle Data  
Consumer Email Data  
Mobile Phone contract renewal Data  
Over 50's Database  
Young Families  
Consumers Gone Green

#### **Finance Data / Leads:**

Actively seeking credit  
Debt Management Leads  
IVA Leads  
Repossession Leads  
Re-mortgage Leads  
Pay Day Loan Leads  
Car Finance Leads

#### **Insurance Databases:**

Home Insurance Data  
Car Insurance Data

#### **Other Services:**

SMS Fulfilment

#### **FTC Media Limited**

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Company Registration Number: 6916393

PhonePayPlus Service Provider Number: SP4320A35A5F



## ADULT VIDEO / CHAT SMS

### Database Overview:

Compiled from premium rate telephone lines and mobile video subscriptions, all users have opted in to receive similar product information via sms. This data is MO (Mobile Originated Opt in) All opt-ins are within a period of 6 Months.

Data is network verified before despatch

### Selectable Criteria:

Opt in: >> Premium 1-2-1 Chat Lines  
Video Subscription Services

Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£105 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT

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## GAY SMS

### Database Overview:

Compiled from premium rate telephone lines and mobile video subscriptions, all users have opted in to receive similar product information via sms. This data is MO (Mobile Originated Opt in)

### Selectable Criteria:

Opt in: >> Premium 1-2-1 Chat Lines  
Video Subscription Services

Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£105 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT

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## TAROT / HOROSCOPE SMS

### Database Overview:

Compiled from premium rate services including telephone lines and mobile subscriptions, this database is a factual base of consumers receiving products and services relating to horoscope/tarot via sms. All users are MO Opt In.

### Selectable Criteria:

Tarot  
Horoscope  
Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£105 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT

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## COMPETITION SMS

### Database Overview:

Our SMS competition file is collated from over 30 independent sources including affiliate content providers. All users on this database have opted in through MO (Mobile Originated Message)

### Selectable Criteria:

Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£105 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT

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## RINGTONES SMS

### Database Overview:

Our SMS ring-tone file is collated from over 30 independent sources including affiliate content providers. All users on this database have opted in through MO (Mobile Originated Message) and are actively subscribed to premium rate ring-tone services.

### Selectable Criteria:

Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£105 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT

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## TIPSTER SMS

### Database Overview:

Our SMS TIPSTER file is collated from 5 independent mobile tipster service providers. All users on this database have opted in through MO (Mobile Originated Message) and are actively subscribed to premium rate tipster services on either a daily or weekly basis

### Selectable Criteria:

Network  
Recency

### Guarantees:

All users have subscribed to the database through MO Opt in.

97% Deliverability

FTC Media service level agreement <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

£115 per 1,000 Records

Minimum Order 10,000 Records

Prices do not include VAT



## **CONSUMER LIFESTYLE DATA (9.2 Million Records)**

### **Database Overview:**

A collation of unique sources including website, telemarketing and point of contact registrations brings together a unique database of consumer prospects with over 300 lifestyle variables.

Complete with Name, Address, Telephone numbers this database is a factual account of the individual's interests and shopping habits.

### **Selectable Criteria:**

Please view [www.ftcmedia.co.uk/consumerselections.pdf](http://www.ftcmedia.co.uk/consumerselections.pdf) for a full breakdown of the selection criteria

### **Guarantees:**

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### **Costs:**

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## **CONSUMER EMAIL DATA (400,000 Records)**

### **Database Overview:**

A collation of unique sources including website, telemarketing and point of contact registrations brings together a unique database of consumer prospects with over 300 lifestyle variables.

### **Selectable Criteria:**

Please view [www.ftcmedia.co.uk/consumerselections.pdf](http://www.ftcmedia.co.uk/consumerselections.pdf) for a full breakdown of the selection criteria

### **Guarantees:**

Hard bounce backs replaced on a 2-1 basis

97% Deliverability

FTC Media SLA >> <http://www.ftcmedia.co.uk/slaemail.pdf>

### **Costs:**

Email Only: £160 per 1,000 Records

Minimum Order 5,000 Records

Prices do not include VAT

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## MOBILE CONTRACT RENEWAL DATA

### Database Overview:

A telephone surveyed contract renewal database exclusive to FTC Media. This data is not only unique on its compilation method but also the way in which FTC Media filtrate the data after its collation. We match against PAF, NCOA, GAS, TPS before despatch and also HLR the data making sure that all numbers exist and are connectable.

### Selectable Criteria:

Postcode  
Gender  
Income  
Network  
Age  
Landline / Mobile  
Month of Renewal

### Guarantees:

All records have opted in to receive related offers via, telephone, email, sms and post.  
97% Guarantee on Deliverability of SMS  
97% Guarantee on Deliverability of Postal  
Email Records will be replaced on a 2-4-1 hard bounce policy  
98% Network Guarantee  
90% Month of Renewal Guarantee (2-4-1 Replacement Policy)

### Costs:

Name / Address: £175 per 1,000 Records  
Name / Address / Telephone: £275 per 1,000 Records  
Email Address: +£85 per 1,000 Records  
Email Only: £195 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## OVER 50's DATABASE

### Database Overview:

A collation of unique sources including website, telemarketing and point of contact registrations brings together a profiled database of consumer prospects over the age of 50 from our consumer lifestyle database.

Complete with Name, Address, Telephone numbers this database is a factual account of the individual's interests and shopping habits.

### Selectable Criteria:

Please view [www.ftcmedia.co.uk/consumerselections.pdf](http://www.ftcmedia.co.uk/consumerselections.pdf) for a full breakdown of the selection criteria

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## YOUNG FAMILIES

### Database Overview:

Profiled from our consumer lifestyle database, consumers on this file are within the ages of 25-35 with children. This database connects you to a group of young families accurately profiled through point of contact registrations.

Complete with Name, Address, Telephone numbers this database is a factual account of the individual's interests and shopping habits.

### Selectable Criteria:

Please view [www.ftcmedia.co.uk/consumerselections.pdf](http://www.ftcmedia.co.uk/consumerselections.pdf) for a full breakdown of the selection criteria

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

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## CONSUMERS GONE GREEN

### Database Overview:

Trying to target those consumers influenced by the changes in our environment? All consumers on this database have confirmed they would like to receive further information on "green friendly" products i.e energy/waste.

This database is compiled through web submissions, point of contact registrations and telemarketing.

Complete with Name, Address, Telephone numbers and email addresses.

### Selectable Criteria:

Gender  
Income  
Geography (Postcode)  
Email  
Mobile  
Age Range

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
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With Email + £50 per 1,000 Records  
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Minimum Order 3,000 Records

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## ACTIVELY SEEKING CREDIT

### Database Overview:

Consumers on this database are actively searching for credit services through web registrations. Complete with Address and telephone numbers and matched against suppression files and preference service listings on the day of despatch this database offers finance houses a unique way of targeting sub-prime consumers

### Selectable Criteria:

Postcode	Homeownership
Gender	Marital Status
Income Band	Car Ownership
Recency	Credit searches
Credit Cards	

### Guarantees:

97% Deliverability  
95% Deliverability on telephone numbers

### Costs:

Name / Address: £145 per 1,000 Records  
Name / Address / Telephone: £210 per 1,000 Records  
Email Address: +£65 per 1,000 Records  
Email Only: £180 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## Debt Management Leads (Hot-Key)

### Database Overview:

**FTC Media Limited** acts as a financial introducer. We offer consumers with the hassle free opportunity to find finance with a company that can help them. Through our online portal we transfer these leads to our clients in real-time. Our Leads are generated through internet enquiries, outbound telephone campaigns and affiliate marketing and **ALL Leads are telephone verified** to make sure only the very best of leads are supplied to clients. We believe in quality rather than quantity and we operate a returns policy to reflect this.

### Criteria:

- £5K + Unsecured Debt
- 2+ Creditors
- £180 Month Currently Paid to Creditors
- £150 Month Disposable Income

If there is any extra criteria you would like, we are happy to look at trying to include this.

### Returns Policy:

We operate a returns policy so you, the client only pays for leads which meet the criteria specified. We only accept returns up to 11am the following day after delivery for the following reasons:

- Incorrect Details
- Not Interested (Must be backed by a recording)
- Non-criteria specific

All Leads can be returned using the system so no phone-calls or chasing!

### Costs:

Minimum Order 20 Leads

£65 Per Lead

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## IVA Leads (Hot-Key)

### Database Overview:

**FTC Media Limited** acts as a financial introducer. We offer consumers with the hassle free opportunity to find finance with a company that can help them. Through our online portal we transfer these leads to our clients in real-time. Our Leads are generated through internet enquiries, outbound telephone campaigns and affiliate marketing and **ALL Leads are telephone verified** to make sure only the very best of leads are supplied to clients. We believe in quality rather than quantity and we operate a returns policy to reflect this.

### Criteria:

- £15K + Unsecured Debt
- 3+ Creditors
- £250 Month Disposable Income

If there is any extra criteria you would like, we are happy to look at trying to include this.

### Returns Policy:

We operate a returns policy so you, the client only pays for leads which meet the criteria specified. We only accept returns up to 11am the following day after delivery for the following reasons:

- Incorrect Details
- Not Interested (Must be backed by a recording)
- Non-criteria specific

All Leads can be returned using the system so no phone-calls or chasing!

### Costs:

Minimum Order 10 Leads

£155 Per Lead

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## REPOSSESSION LEADS

### Lead Overview:

A unique compilation of house repossessions in the UK enables FTC Media to provide exclusive repossession leads to our clients. All leads have a 4/5 week period before the court date. Leads are purchased on an exclusive basis.

### Selectable Criteria:

Gender  
Postcode  
Name/Address (Standard)

### Guarantees:

100% Exclusive  
100% Under a repossession order  
98% Name, Address deliverability

2-1 Replacement policy

### Costs:

Minimum Order 100 Leads

Price Per Lead £4.50

Prices do not include VAT

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## Re-Mortgage Leads (Hot-Key)

### Database Overview:

**FTC Media Limited** acts as a financial introducer. We offer consumers with the hassle free opportunity to find finance with a company that can help them. Through our online portal we transfer these leads to our clients in real-time. Our re-mortgage leads are generated through our network of internet submissions then telephone verified to ascertain the exact criteria fitting a re-mortgage leads. Leads are then transferred to our clients through our online portal.

### Criteria:

- Consumers must be looking for a re-mortgage
- 2+ CCJ's
- Homeowners
- 20k+ Minimum Income
- 75% LTV

If there is any extra criteria you would like, we are happy to look at trying to include this.

### Returns Policy:

We operate a returns policy so you, the client only pays for leads which meet the criteria specified. We only accept returns up to 11am the following day after delivery for the following reasons:

- Incorrect Details
- Not Interested (Must be backed by a recording)
- Non-criteria specific

All Leads can be returned using the system so no phone-calls or chasing!

### Costs:

Minimum Order 10 Leads

£170 Per Lead

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## **PAY DAY LOAN LEADS**

### **Database Overview:**

Based on Factual information, these consumers have actively requested the services of a pay-day advance. The majority of leads received are consumers with a poor credit rating. Leads are provided on an exclusive basis and collated from website URL's and telephone enquiries

### **Selectable Criteria:**

Loan Amount  
Geography (Postcode)  
Income  
Employment Status

### **Guarantees:**

100% Consumer actively seeking a payday advance  
100% Employed  
98% Name, Address, Tel  
  
2-1 Replacement policy

### **Costs:**

Minimum Order 20 Leads  
  
Price Per Lead £17.50  
  
Prices do not include VAT

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## CAR FINANCE LEADS

### Database Overview:

**FTC Media Limited** acts as a financial introducer. The consumers on this database are actively seeking finance for a motor vehicle. The database is compiled through web-form submissions and surveys, and gives an accurate understanding of the consumers needs.

### Criteria:

- Geography
- Gender
- Age
- Income
- Recency
- Car Ownership
- Home Ownership
- Email
- Telephone
- Mobile

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

- 97% Deliverability
- 95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Minimum Order 3,000 Records

- £165 per 1,000 (Name / Address)
- £215 per 1,000 (Name / Address / Telephone)

Prices do not include VAT

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## HOME INSURANCE DATA

### Database Overview:

A collation of unique sources including website, telemarketing and point of contact registrations brings together a unique database of consumer prospects with home insurance renewal's this includes building and contents dates.

Complete with Name, Address, Telephone numbers this database is a factual account of the individual's interests and shopping habits.

### Selectable Criteria:

Month of renewal  
Income  
Gender  
Geography  
Home Ownership

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## CAR INSURANCE DATA

### Database Overview:

A collation of unique sources including website, telemarketing and point of contact registrations brings together a unique database of consumer prospects with car insurance renewals.

Complete with Name, Address, Telephone numbers this database is a factual account of the individual's interests and shopping habits.

### Selectable Criteria:

Month of renewal  
Income  
Gender  
Geography  
Employment Status

### Guarantees:

Matched against preference service listings on the day of despatch including TPS, MPS and NCOA/GAS suppression files we offer the following guarantees:

97% Deliverability  
95% Active Telephone Numbers

Invalid records will be replaced on a 2-1 replacement policy.

FTC Media SLA >> <http://www.ftcmedia.co.uk/sla.pdf>

### Costs:

Name / Address: £140 per 1,000 Records  
Name / Address / Tel: £185 per 1,000 Records  
With Email + £50 per 1,000 Records  
Email Only: £160 per 1,000 Records

Minimum Order 3,000 Records

Prices do not include VAT

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## SMS FULFILLMENT

### Product Overview:

Through our network of aggregators FTC Media are able to provide our clients with the ability to send their sms campaigns through our network.

A unique username and password will be provided to our clients where they can enter our system and design / deploy and schedule their sms campaign.

### Costs:

- 3,000 Records £50 per 1,000
- 5,000 – 10,000 Records £45 per 1,000
- 15,000 – 25,000 Records £37.50 per 1,000
- 30,000 Records + £30.00 per 1,000

Minimum Order 3,000 Records

Prices do not include VAT