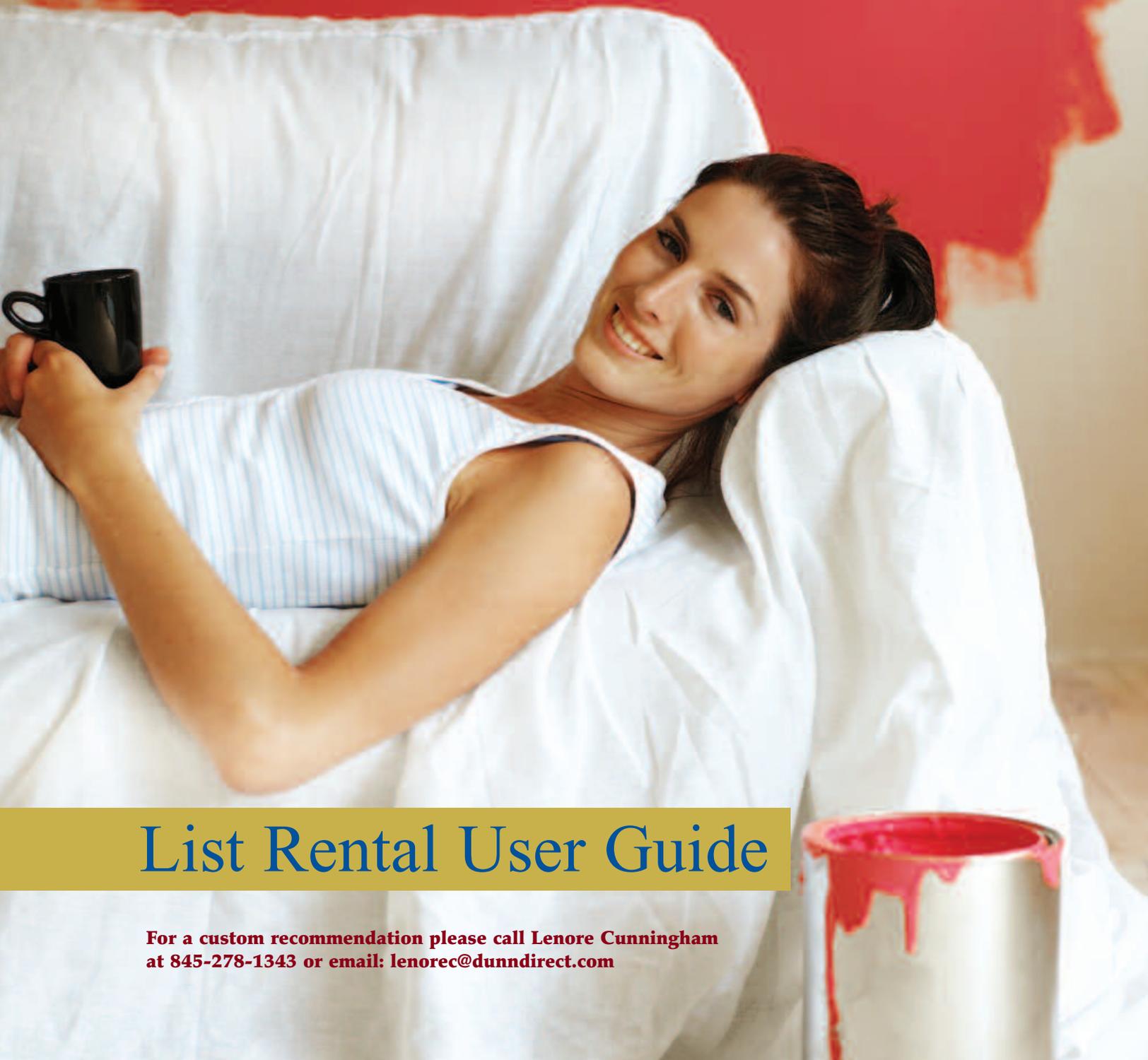


# Introducing An ALL NEW

EST. 1858  
**GEVALIA**<sup>®</sup>  
K A F F E



## List Rental User Guide

**For a custom recommendation please call Lenore Cunningham  
at 845-278-1343 or email: [lenorec@dunndirect.com](mailto:lenorec@dunndirect.com)**

# What's new about the



The *Gevalia Kaffe* list rental file has been completely rebuilt, adding brand new data selections that allow direct mailers to get the best response possible for their offer. These new selections make it possible to improve front AND back end response. The following is a list of selections available for the first time ever:

Join Date

*Date they joined the continuity club.*

Last Payment

*Date they made their last payment.*

Number Paid Regular Shipments

*Number of regular shipments paid for.*

Lifetime Dollar

*Cumulative dollar paid to Gevalia.*

Media Channel

*Direct Mail, Internet, Television.*

Good Cancels

*In good payment status.*

Bad Cancels

*Poor pay history, must be specifically requested, not selected with other Cancels.*

Payment Method

*Cash or Credit Card.*

Product Type

*Teas, Premium Blends, Decaf, Caffeinated, Flavored Coffees.*

One Shots

*Buyers of single products such as Seasonal Flavors, filters and accessories with no additional obligation.*



- Every Gevalia customer has paid at least an average of \$14.99 in advance for the introductory offer.
- Introductory offers range between \$10.00 and \$19.99 based on Media Channel:
  - Direct Mail Introductory offers \$10.00
  - Internet introductory \$14.99
  - Television Introductory offer \$19.99
- Shipments are sent on an average of every six weeks.
- Average cost of each regular shipment is \$28.00
- Over 65% of all introductory buyers will continue with the program.

## **GEVALIA CUSTOMER DEMOGRAPHICS:**

70% Female, 30% Male\*

Average Age - 45\*

Average Income - \$55,000\*

*\* Demographics based on active continuity members and may not be representative of catalog and introductory only buyers.*



# DEFINITIONS OF SELECTIONS



**Hotline** - All Gevalia customers who have made any payment during the specified time frame, whether it is joining the program for the first time or paying for a regular shipment.

**New to File Hotline** - All Gevalia customers who have joined the continuity program during the specified time frame. Every new member has paid in advance \$10.00-\$19.99 for one pound of Gevalia Kaffe coffee and has received a free stainless steel coffee maker or other equally valued premiums.

**Continuity Hotline** - All Gevalia customers who paid for their first regular shipment of coffee during the specified time frame. Does NOT include introductory buyers.

**Multi-Buyer Hotline** - All Gevalia customers who have purchased more than one regular shipment of coffee and have made a payment during the specified time frame.

**Cancel Hotline** - All Gevalia customers that have paid at least \$10.00-\$19.99 for the introductory offer and have canceled their membership during the specified time frame.

**Intro Cancels** - Gevalia customers who paid at least \$10.00-\$19.99 for the introductory offer and canceled prior to receiving or returned their first regular shipment.

**Continuity Cancels** - Gevalia customers who have paid not only for the introductory offer, but also for at least one regular shipment and have canceled their membership to the program.



**Introductory Offer** - Pay \$10.00-\$19.99 for one pound of Gevalia Kaffe coffee and receive a stainless steel coffee maker (or premium of approximate value). All introductory buyers have paid in advance.

**Regular Shipment** - After the introductory shipment is sent, Gevalia begins sending "regular" shipments of coffee approximately every six weeks. These shipments cost an average of \$28.00.

**Active Members** - Any customers that are currently being sent shipments at the time a list order is placed. This segment is not automatically selected and must be specified by the end user.

**Buyers** - All of the Gevalia customers are buyers and can be further selected by recency, payment method, number of paid shipments, introductory buyers only and more.

EST. 1853  
**GEVALIA**<sup>®</sup> **Catalog Buyers**  
KAFFEE

**Gevalia** sends each of its members a catalog full of gift baskets, confections, gourmet teas and more. The Gevalia catalog is sent out to each new member as well as seasonal and holiday mailings. The Gevalia Catalog Buyers file is selectable by hotline, dollar purchase, pay method and more.

### GEVALIA CORE LIST PRODUCTS

**Gevalia Continuity Buyers** - All Gevalia buyers who have joined the Gevalia Kaffe coffee continuity program.

**Gevalia Catalog Buyers** - All Gevalia continuity members who have also purchased from the Gevalia Catalog.

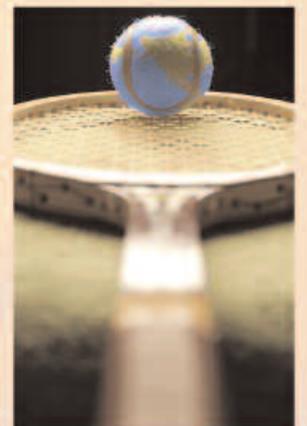
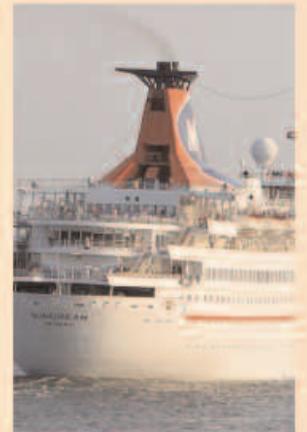
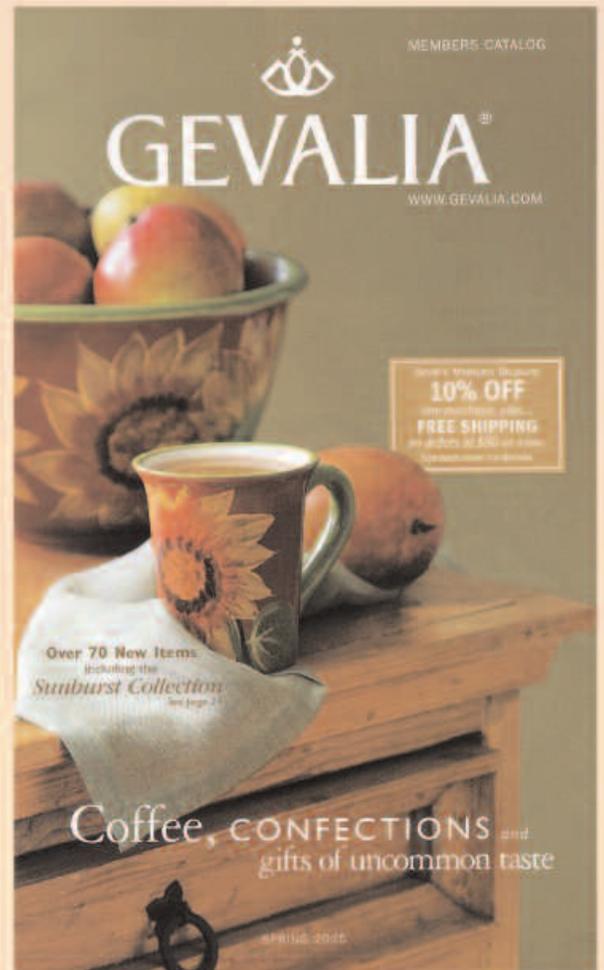
**Gevalia Corporate Gift & Continuity** - Gevalia members who receive their shipments and merchandise at an address that has been identified as a business address. This file has been matched against a massive B-to-B database and overlaid with data elements such as Title, SIC Codes, Industry, Sales Volume and Employee Size.

### Introducing THE GEVALIA LIFESTYLE COLLECTION

Now you can reach any affinity market using the Gevalia Lifestyle Collection. Whether you are looking to reach the children's market, crafters, pet owners, Spanish speaking and more, Gevalia has the perfect segment for you.

**Gevalia Lifestyle Collection** - The Gevalia buyer masterfile has been overlaid with Infobase and NDL data and can offer demographic and psychographic data elements such as age, income, presence of children, age of children, lifestyle interests and more. The following individual affinity data cards have been created from the Lifestyle Collection:

- **Family Collection**
- **Pet Collection**
- **Health & Fitness**
- **Ethnic Collection**
- **Religious Collection**
- **Sports Collection**
- **Travel Collection**





## Continuation Sample List Usage:

### **Gevalia Continuity Buyers**

Coldwater Creek, Spiegel,  
HCI Direct, Cosmetique,  
Carol Wright,  
Seventh Avenue,  
Hawthorne Village, MBI,  
Oreck, A Taste of California,  
Chef's Catalog, Figi's,  
Harry & David, Children's  
International,  
St. Mary's Food Bank, IMP,  
Oxmoor House, Bookspan,  
Readers Digest,  
Smithsonian Magazine,  
Time Magazine, AAA,  
New York Magazine,  
Omaha Steaks

### **Gevalia Catalog Buyers**

North Country,  
Brylane Home,  
Cashes of Ireland,  
Hammacher Schlemmer,  
Harriet Carter,  
Taylor Gifts,  
Carl Bloom Public TV,  
Jackson & Perkins,  
IMP, Plow & Hearth,  
Thompson Cigrars,  
Harringtons of Vermont,  
Wolferman's

### **Gevalia Corporate Gift & Continuity Buyer**

Chadwicks of Boston, Amsterdam Printing, Office Depot, Thompson Cigrars,  
Trophy Nut, Advance Magazine Corp., Hershey Foods, Viking Office Supplies,  
Things Remembered, Quill Corporation, Stamps.com, VW Eimeke, T. Shipley

**Contact: Lenore Cunningham**  
**845-278-1343 or email: [lenorec@dunndirect.com](mailto:lenorec@dunndirect.com)**  
**[www.maldunn.com](http://www.maldunn.com)**



**Gevalia** is a must-test for every mailer.

The Gevalia customer is multi-leveled, ranging from highly responsive, low-ticket merchandise buyers to upscale consumers in search of high quality products and service.

## Which *Gevalia* Buyer is Best for your Mailer?



**FULL**

The following shows the many levels of a Gevalia Continuity Buyer along with recommendations for which type of mailers each level works best for.

**Multi-Buyer Hotline** - Paid for introductory offer as well as at least two regular shipments.

**Lifetime Dollar:** \$70.00 +

**Average Count:** 120,000 monthly

**Recommended For:** Mid-high ticket mailers with high quality products and a need for a high lifetime value on prospects.

**Works Great For:** Upscale consumer publishing, catalogs, gourmet food/gifts, continuity, high-end credit offers, fundraisers.

**Continuity Hotline** - Paid for introductory offer as well as at least one regular shipment.

**Lifetime Dollar:** \$40.00 +

**Average Count:** 300,000 monthly

**Recommended For:** Mid-high ticket mailers with promotional offers and a need to strengthen back end response.

**Works Great For:** Catalogs, ITA credit card offers, consumer publishing, continuity, fundraisers.

**New to File Hotline** - Introductory Buyers

**Lifetime Dollar:** \$10.00-\$19.99

**Average Count:** 150,000 monthly

**Recommended For:** Low-mid ticket mailers with highly promotional offers such as deferred credit, discounts and premiums.

**Works Great For:** catalogs, continuity, consumer publishing, Insurance and credit cards

**Empty**

OFF



ON

