



# **PAR.B2C.SCANDINAVIA**



23 MILLION CONSUMERS



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23 million consumers

There are over 23 million consumers to target in Scandinavia. Common selection criteria include gender, age, income, accommodation, parenthood, etc., although these can vary from country to country. PAR provides a guarantee that information is obtained from the best sources in each country and is regularly updated. Contact us so we can tell you more about the possibilities that exist and just how big your target group is in Scandinavia!

	 <b>B2C DENMARK</b>	 <b>B2C FINLAND</b>	 <b>B2C NORWAY</b>	 <b>B2C SWEDEN</b>
Men	2 500 000	2 500 000	1 625 949	4 408 000
Women	2 700 000	2 700 000	1 576 056	4 476 000
<b>Total</b>	<b>5 200 000</b>	<b>5 200 000</b>	<b>3 200 000</b>	<b>8 885 700</b>

## SELECTION CRITERIA

Selection criteria vary from country to country, but it is usually possible to make selections on the following basis:

- gender
- age
- marital status
- location
- income
- prosperity
- accommodation
- parenthood
- lifestyles, etc.

Local differences occur from country to country. Contact us for more information or for information on numbers.

## MATCHING, CLEANING AND UPDATING

Usually, more than 25 per cent of the information in a customer database changes over the course of a year. People die, get married, move house, etc. We can help you to match, filter, update and monitor your customer database so that you always have fresh address and telephone numbers for your customers regardless of whether you operate in Sweden or Scandinavia.

## WHO ARE YOUR CUSTOMERS?

There are many different possibilities for analysing consumers in Scandinavia. An analysis gives you information about where your customers are located, how old they are, whether they have children, etc. This gives you a background that will in the future hopefully help you communicate with a smaller number of prospective customers, who are probably more likely to buy your products. We call these customers "twins". There are also many different possibilities for analysis depending on the quantity of information required, and these can vary somewhat from country to country.

Please contact us to find out more!



**DEVELOPERS OF DIRECT MARKETING INFORMATION - SINCE 1956.**

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