CLICKLABS
GROUP

A MULTI CHANNEL
DIGITAL MARKETING AGENCY

Click Laboratories LTD, Capital Tower 91 Waterloo Road London SE1 8RT, Company Number: 08659202

DMA Data & Marketing Association

ico. Information Commissioner's Office

ABOUT US

CLG are a Digital Media Agency focussed on GDPR Compliant New Customer Acquisition.

We have extensive Multi-channel experience including; Email, Display, Social, Influencers, Postal and Mobile.

We work with over 300 brands delivering campaigns across most verticals; Finance, Charity, Travel, Retail, Automotive, FMCG, Healthcare and Insurance.

In the UK alone, we have exclusive access to over 22m Email addresses, 14m SMS Numbers, 11m Landline Numbers and 25m Postal Records.

We maintain a fully transparent Network of Affiliates and Influencers for added reach and exposure.

We are DMA Accredited, ICO Registered and compliant with all current UK & EU Law including GDPR

Our strategy has helped brands such as The Economist, SAGA, VistaPrint, Nike, Sky, Johnson & Johnson and many others achieve their business objectives.

www.clicklabsgroup.com

DATA PROTECTION & COMPLIANCE

- **Compliant –** with all Data Protection Legislation including GDPR.
- **DMA** Accredited and ICO Registered.
- **Compliance Officer –** Assigned Internal Compliance Officer and all staff GDPR trained.
- **Extensive Due Diligence** on all Data Providers and Affiliates
- **Full Transparency.** Under NDA we disclose fully all data sources and Media Partners.

GDPR

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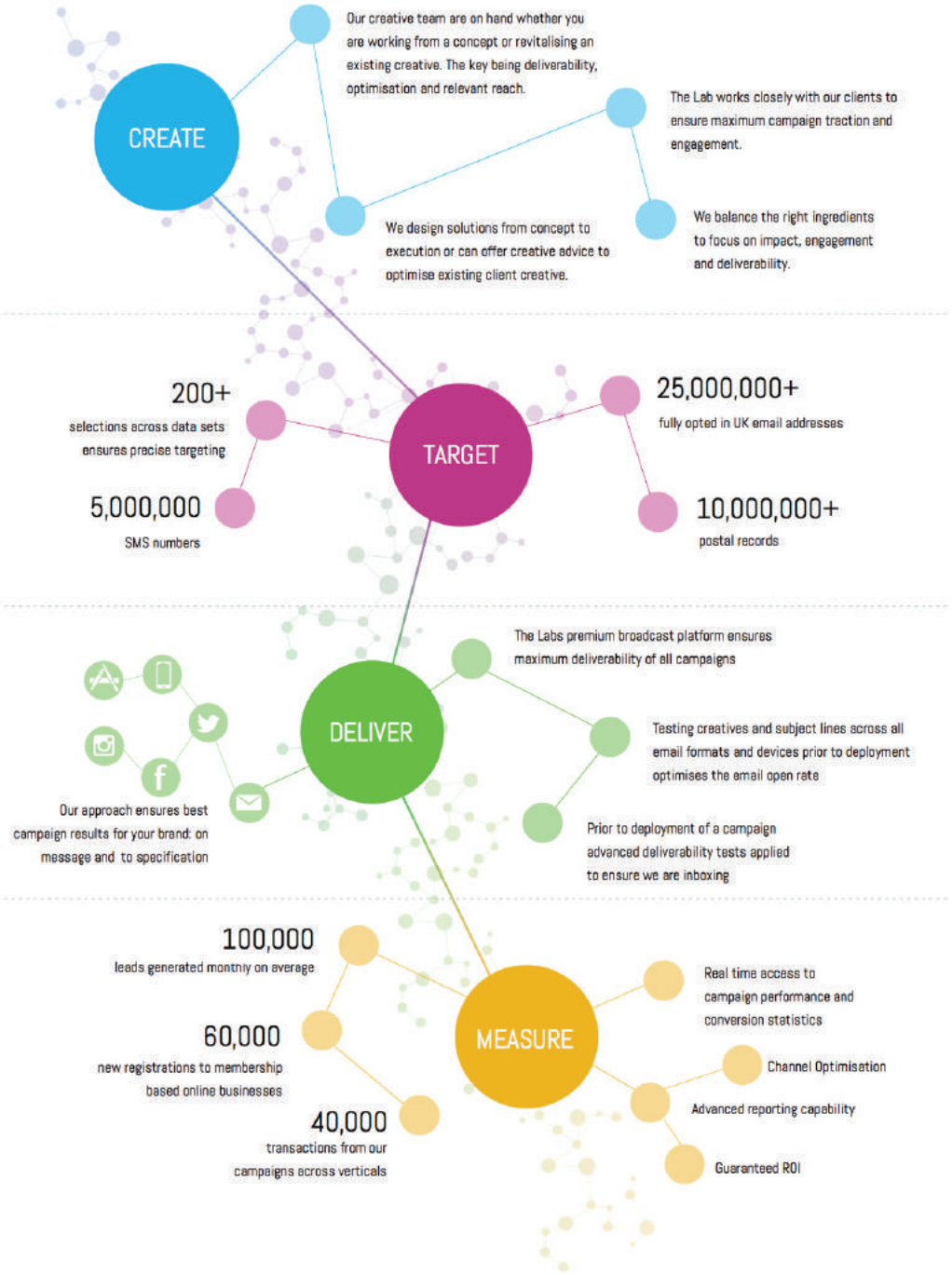
OUR EMAIL DATA

- 70% of our data is exclusive to us and not available in the general marketplace.
- Ability to target by up to 250 different attributes meaning we can connect with your key demographic and vertical.
- All our records have been cleaned and validated through our internal tools. We are working with data 0-18 months old.
- Our data can be used for New Customer Prospecting through Email, Postal & Telephone and SMS.
- Campaign and Targeting dependent we support the following models; CPM, CPL and CPC.
- Our data derives from E-commerce sites, retail transactional Organisations, lifestyle surveys, property and finance companies, Travel Operators and more.
- Under NDA and exclusivity agreements, we can offer full transparency on our data sources, privacy policies and proof of consent.

POPULAR ATTRIBUTES

ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Title - Allocated	28,145,528	14,124,217
First Name	28,929,562	14,124,217
Last Name	28,954,284	14,943,226
Postal Address	28,954,284	9,123,099
Gender - Allocated - Female	14,951,588	5,195,135
Gender - Allocated - Male	13,509,505	4,517,593
Marital Status	12,416,434	3,244,726
Date of Birth	14,770,983	5,711,724
Mobile Telephone	6,315,508	9,943,226
Vehicle Group	2,651,557	1,534,505
Finance - Credit Card	5,129,768	937,819
Finance - Loan	3,935,430	1,026,460
Charity - Other	2,122,263	449,572
Has Cat	927,533	352,738
Has Dog	1,152,393	412,619
Types Of Credit/debit Cards Held - Credit	5,565,662	1,184,503
Landline Telephone	10,715,903	2,717,899
Children at Home - 1	6,485,816	2,003,221
Household Income Band - £40,000 to £50,000	2,318,650	733,931

THE PROCESS



CAMPAIGN BRIEF
Understand and Prioritise specific Client Requirements producing a clear process document.

COMMERCIAL PROPOSAL
Agree on most suitable model CPL/M and understand Test Budgets available.

ESTABLISH TARGET
Define core demographic, enabling us to run counts and confirm our potential size of audience for the campaign.

COMPLIANCE
CLG disclosure under NDA of the data sets and traffic sources utlilised enabling you to conduct due diligence.

CREATIVE PRESENTED
Creatives (HTML's – Landing Pages – Thank you Pages) provided to you for sign off.

TRACKING & INTEGRATION
CLG provided with specific tracking links to integrate with our creatives. We would also need our tracking pixels placed enabling us to track conversions in real time. Any API integration requirements understood.

FINAL APPROVAL
Prior to launch all campaign elements approved and tested prior to deployment in line with budgets.

REPORTING
Real time reporting and dialogue with you to ensure we are optimizing to the best performing data sets.

POST CAMPAIGN
Review and channel optimisation strategy prior to repeat and scale.

OUR AFFILIATE NETWORK

- Open and Transparent Network of over 90 Email Affiliates and 300 Influencers.
- Traffic available in 19 Markets across Email, Display, Influencers, Mobile , Social, SMS and Native.
- Extensive Due Diligence on all Affiliates to ensure compliance with all Data Protection Legislation.
- Campaign Specific Affiliate Portfolio selected and presented to client for approval prior to launch. Full Transparency & Visibility
- All traffic differentiated by Sub ID enabling True channel and publisher optimization from the outset.
- Integrated with all Global Networks and Mobile SDK's (Impact Radius, Awin, CJ, Appsflyer, Tune etc)
- Simultaneous launch across Exclusive Data Sets and Affiliates ensures controlled scale, quality and ROI.

CREATIVE CAPABILITIES

CLG can Design and Build End-to-End Lead Generation campaigns or certain elements like Email HTMLs.

Hosted Landing & Thank You Pages with a 48-hour turnaround time: £2,000 per landing page.

Mobile Optimised fully coded Email HTML Creatives with a 48-hour turnaround time: £700 per creative or x3 HTMLs for £1,600.

You own this Creative and can work with other partners alongside CLG if required.

CLG can process the leads in real time via API or pass back daily files; We would offer this level of service for £500 / month Management Fee.

We can work with your appointed Agency or internal Creative Teams to ensure your assets are as deliverable as possible.

PRICING STRUCTURE

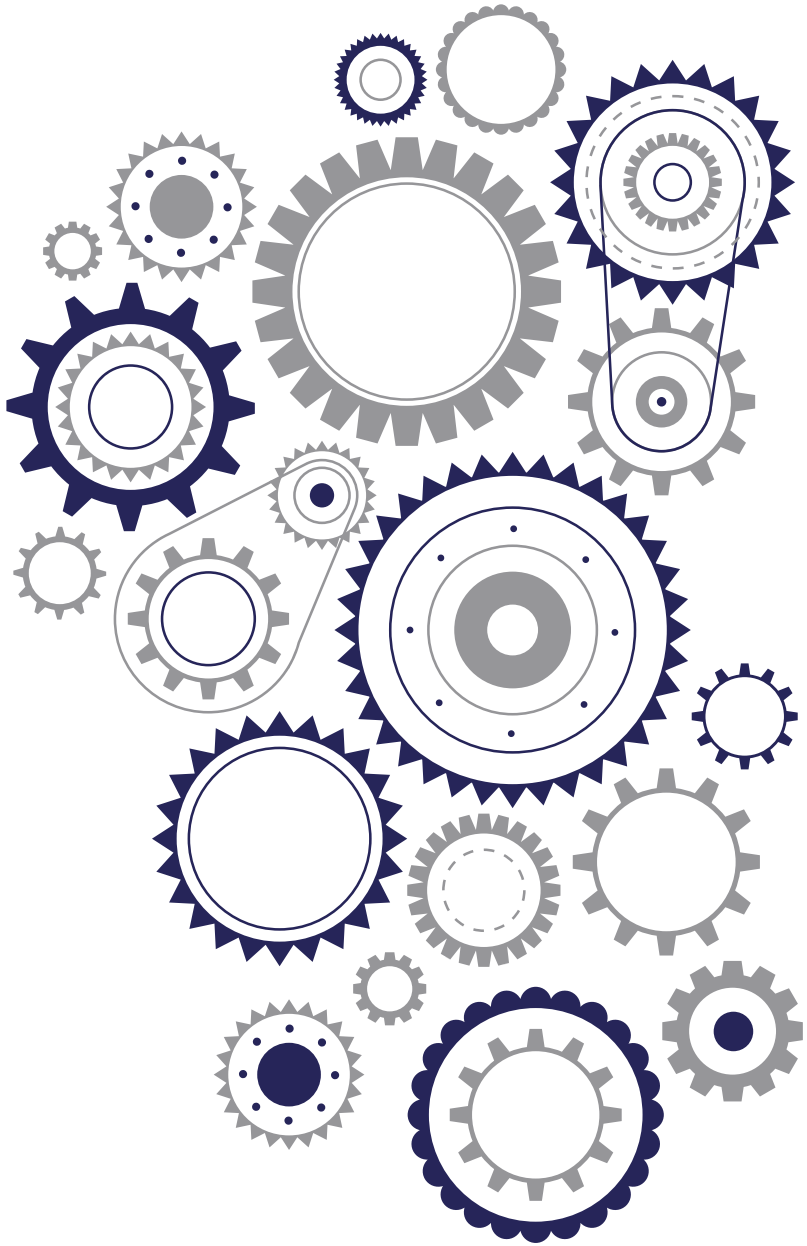
EMAIL COSTINGS CPM	NO TARGETING	x1 ATTRIBUTE (E.G. GENDER)	x2 ATTRIBUTES (GENDER & NAME)	x3 ATTRIBUTES (GENDER, NAME, AGE)
0 - 100,000 Records (Minimum)	£50 / 000	£60 / 000	£70 / 000	£80 / 000
101,000 - 500,000 Records	£40 / 000	£45 / 000	£50 / 000	£55 / 000
501,000 - 1,000,000 Records	£30 / 000	£35 / 000	£40 / 000	£45 / 000
1m - 1.5m Records	£20 / 000	£25 / 000	£30 / 000	£35 / 000
1.5m - 2m Records	£15 / 000	£20 / 000	£25 / 000	£30 / 000
2m - 3m Records	£12 / 000	£15 / 000	£18 / 000	£20 / 000
3m+	£10 / 000	£12 / 000	£14 / 000	£16 / 000

POSTAL COSTINGS CPM	NO TARGETING	x1 ATTRIBUTE (E.G. GENDER)	x2 ATTRIBUTES (GENDER & NAME)	x3 ATTRIBUTES (GENDER, NAME, AGE)
0 - 100,000 Records (Minimum)	£50 / 000	£60 / 000	£70 / 000	£60 / 000
101,000 - 500,000 Records	£40 / 000	£45 / 000	£50 / 000	£55 / 000
501,000 - 1,000,000 Records	£30 / 000	£35 / 000	£40 / 000	£45 / 000

EMAIL COSTING CPL	x1 FIELD	x2 FIELDS	x3 FIELDS	x4 FIELDS
No Targeting	£2 / 000	£3 / 000	£4 / 000	£5 / 000
X1 Attribute	£3 / 000	£4 / 000	£5 / 000	£6 / 000
X2 Attributes	£4 / 000	£5 / 000	£6 / 000	£7 / 000
X3 Attributes	£5 / 000	£6 / 000	£7 / 000	£8 / 000

WHY CLICK LABS GROUP

- Compliant, tailored and targeted multi-channel new customer acquisition solutions.
- We have delivered over 3000 Campaigns in 19 Markets across a range of Verticals.
- World class delivery, tracking, validation and data cleaning technologies.
- Full transparency of Media Partners, Affiliates & Influencers providing scale and control.
- Full visibility and campaign analysis enables us to develop data and channel optimisation strategies ensuring ROI.



WE WORK WITH

CHARITY

FINANCE

TELECOMM'S

PUBLICATIONS

DAILY DEALS

HOME

SOME OF OUR EXPERIENCE

AUTOMOTIVE

GAMBLING

RETAIL

HEALTH & BEAUTY

TRAVEL

FMCG

CASE STUDIES

RSPCA

Campaign Objective: 5000 New Registrations in 12 weeks.
Targeting: Females, Aged 25-50.
Payable Action: Completion of a 3 field Landing Page.

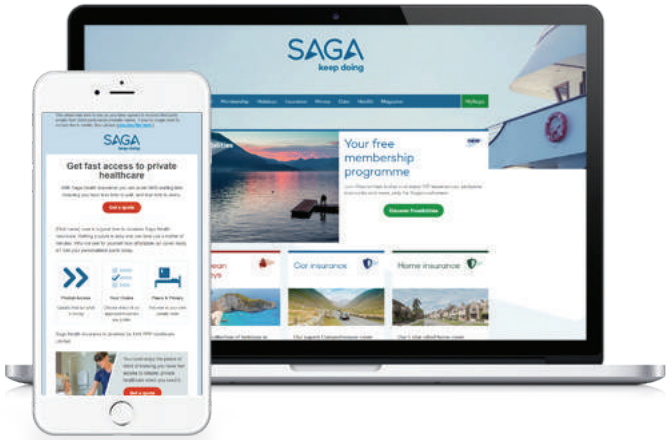
Sent Volume:	**1,200,000**
Open Rate:	**93,694**
Click Through Volume:	**22,341**
Conversion Volume:	**5400**
Open Rate Percentage:	**7,8%**
Click Through Percentage:	**23%**
Conversion Rate Percentage:	**24%**

BMW

Campaign Objective: 750 Brochure Requests and 300 Test Drives.
Targeting: Males, Aged 30 - 60, Earning over £40,000 per year.
Payable Actions: Application for Brochure Requests and / or Booking 24 Hour Test Drive.

Sent Volume:	**1,500,000**
Open Rate:	**187,500**
Click Through Volume:	**15,000**
Conversion Volume:	**1500**
Open Rate Percentage:	**12,50%**
Click Through Percentage:	**8%**
Conversion Rate Percentage:	**15%**

SAGA



Campaign Objective: Generating enquiries for Private Healthcare for Saga.
Targeting: Males & Females, Aged 55+, Homeowners.
Payable Action: Valid and unique completion of a 20 field landing page.

Sent Volume:	**6,200,000**
Open Rate:	**706,800**
Click Through Volume:	**59,371**
Conversion Volume:	**8311**
Open Rate Percentage:	**11,40%**
Click Through Percentage:	**8,40%**
Conversion Rate Percentage:	**12%**

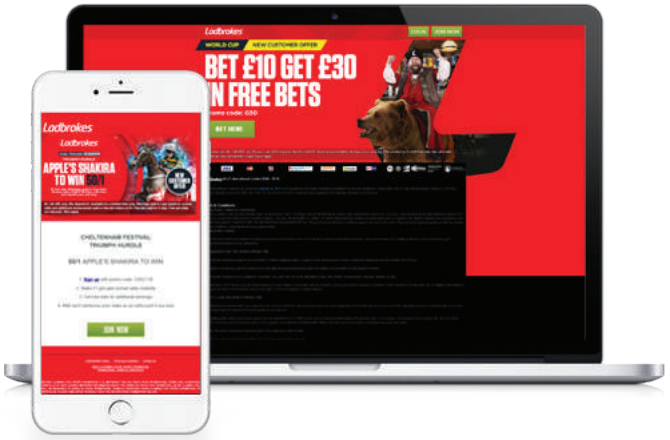
CASE STUDIES

WOWCHER

Campaign Objective: Building a full data base,using both email and mobile, over a 36 month period.
Targeting: Males & Females, Aged 18-65, UK based.
Payable Action: Email Registration on the Landing Page.

Sent Volume:	60,000,000
Open Rate:	5,400,000
Click Through Volume:	1,134,000
Conversion Volume:	340,200
Open Rate Percentage:	9%
Click Through Percentage:	21%
Conversion Rate Percentage:	30%

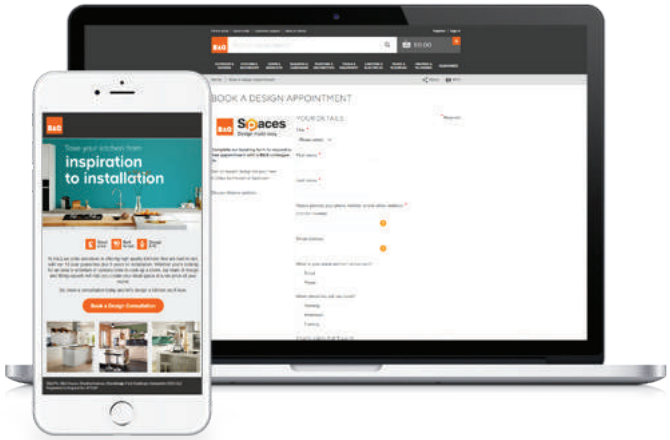
LADBROKES



Campaign Objective: Delivering as many First Time Depositors at the Grand National.
Targeting: Males, Aged 25-50, UK based, Interest in Sports.
Payable Action: A new customer making a First Time Deposit and wagers.

Sent Volume:	7,500,000
Open Rate:	1,200,000
Click Through Volume:	96,000
Conversion Volume:	8160
Open Rate Percentage:	16%
Click Through Percentage:	8%
Conversion Rate Percentage:	8,50%

B&Q



Campaign Objective: Driving leads for the Free Kitchen Design Offer.
Targeting: Males and Females, Aged 25+, Homeowners.
Payable Action: Application for a Brochure and arranging a free Design Visit.

Sent Volume:	4,500,000
Open Rate:	337,500
Click Through Volume:	27,337
Conversion Volume:	1230
Open Rate Percentage:	7,50%
Click Through Percentage:	8,10%
Conversion Rate Percentage:	4,50%

CONTACT US

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