

EasyRoommate is the UK's number one house and flat share website that puts people with a room in touch with people who need a room, and vice versa. It allows users to search for housemates by criteria relating to the person and/or property. This means that a number of key variables are available for data selection purposes, such as age, occupation, rental costs and move date. Users are required to pay a subscription fee of up to £80 before they can access advertiser's contact details, demonstrating a commitment to moving home and making online transactions.

EasyRoommate attracts young professionals in major metropolitan areas, making it a unique opportunity to email a sociable, receptive audience with a disposable income. Products and services relating to lifestyle, leisure and in particular moving home, including utilities, supermarkets, insurance and home furnishings are ideally suited to this online savvy audience.

Profile

Gender

50% female

Age

Average age 28

Occupation

61% Professional /
24% Students

Rates

Base Rental

(0-3 months)

£75/000

(0-12 months)

£50/000

Base Rental

Selections

FOC

Recency (Listing Date)

Recency (Move Date)

Gender

Geography

Age

Spoken Language

Occupation

Smoker

Pet Owner

Max. Rent Amount

Email Set-up

£100 per creative

Email Transmission

£1/000

Minimum Order

£1,000

www.easyroommate.co.uk 0-12 month volume: 80,000

Please ask us about International Data from 29 countries

tel: 020 7940 9797

email: media@scientiadata.com

Fresh Data:

All email addresses are permissioned for third party usage with any bounces regularly removed to ensure high deliverability. Data updates are processed every month, ensuring this file is kept clean, recent and responsive to advertiser offers.

Counts and Data Delivery:

We make it our aim to deliver efficient and outstanding account management and customer service. If you work to tight deadlines, we'll work to tighter ones. Generally we ask for 24 hours on basic data counts and at least 2 days for campaign set-up. However, if you're in a rush give us your deadline, we'll do everything we can to meet it.

Easyroommate Email Data is available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.

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