

The logo for Bilendi features a solid magenta circle positioned to the left of the letter 'B'.

Bilendi

**Database Profile & Targeting**

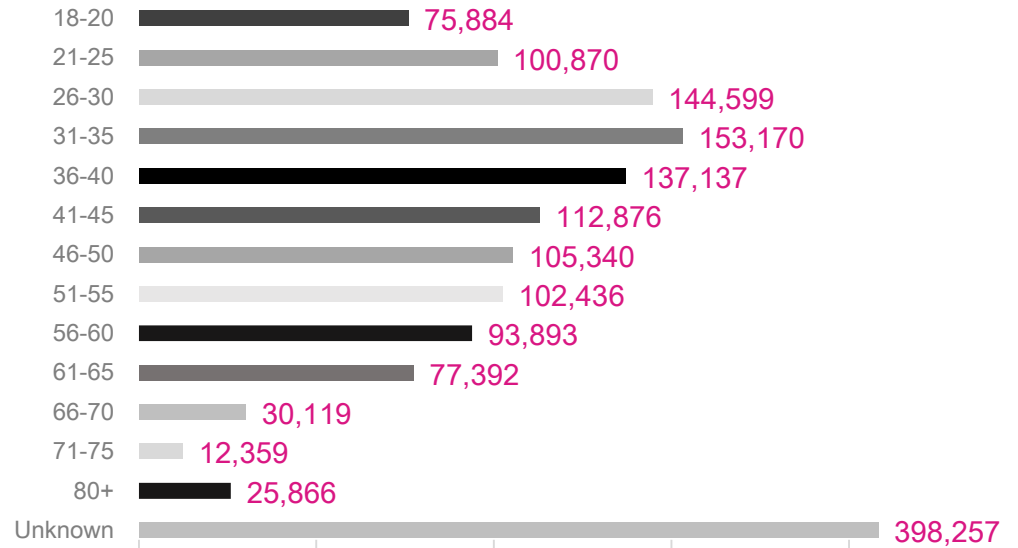
# Database Overview

Total Maximail base  
1,570,198

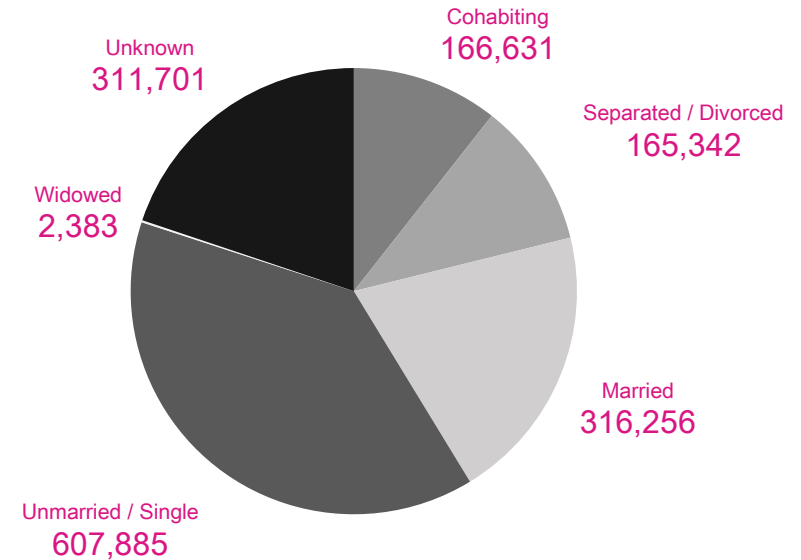
Homeowners  
312,251

Parents with children  
247,553

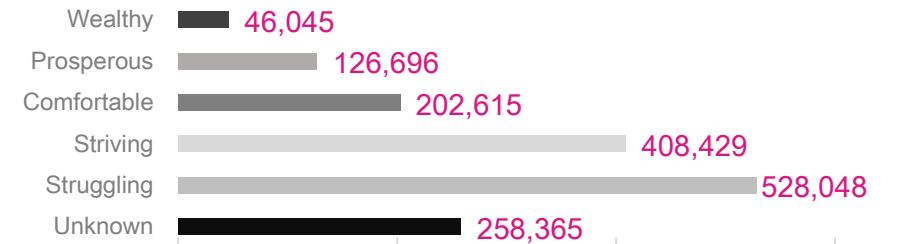
## Age



## What is your marital status?



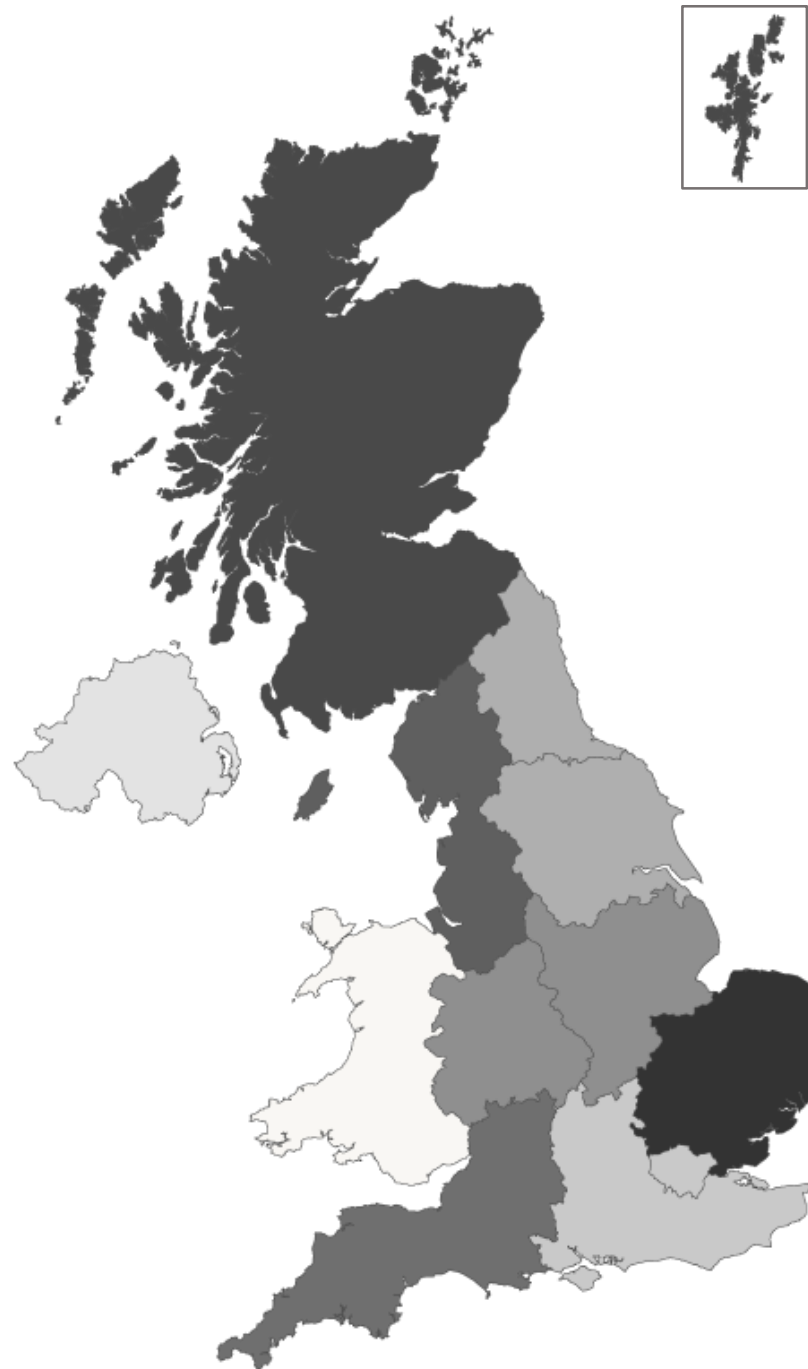
## Affluence



# Database Overview

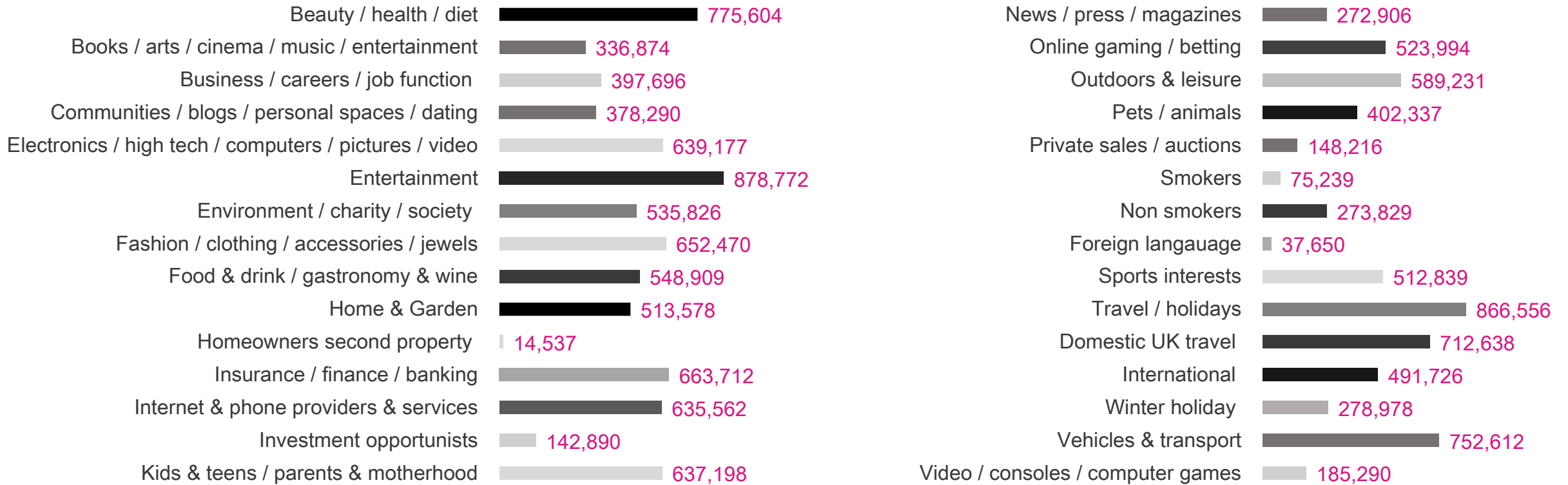
## Region

- East Anglia - 80,651
- Midlands - 222,286
- North East - 142,037
- N. Ireland - 41,625
- North West - 145,700
- Scotland - 147,873
- South East - 364,322
- South West - 123,319
- Wales - 68,465
- Unknown - 233,920



# Target Groups

Bilendi's target groups are built using a variety of data indicators including: website browsing behaviour, email response, social interaction, survey & profile answers as well as purchase history.



# Bilendi



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