



hyltel

RATES

DATA

MARKETING DIRECT

GREEN SECTOR

Horticulturist, nursery owner, landscape architect,
institutional client, dealer, supplier

DM CAMPAIGN– Postal addresses



Printing, postage, routing on request

PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	
Generation of several files	80 € / Additional file	Example: mailing campaign to 10 different areas: 10 x 80 = €800
Campaign monitoring	240 €	Search for partners (printing and/or routing), management of print orders
Address rental		
- Horticulturist/Nursery Owner /Institutional /Dealer	0,60 €	
- Landscape Architect/Landscape Contractor	0,40€	

Managing returns on a postal campaign

USE OF THE HYTEL FREE-REPLY SERVICE: Libre réponse 83859 35659 Le Rheu Cedex

PRODUCT	TARIF excl. tax	COMMENTS
Setting up the data entry grid	290 €	
Coupon entry (with barcode)	1.60 €/coupon	Entry of return coupons with a barcode (linked to the Hyltel database) with a maximum of 10 qualifying details
upon entry (without barcode)	2.20 €/coupon	Entry of barcode-free return coupons with a maximum of 10 qualifying details
Address rental	0,60 €	
- Landscape Architect / Landscape Contractor	0,40€	

DM CAMPAIGN- Email rental



PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	
Rental + email routing + tracking report		Maximum of 2 structural criteria selected
- Horticulturist/Nursery Owner /Institutional /Dealer	0,60€	
- Landscape Architect / Landscape Contractor	0.40 €	
2 nd sending	50% off initial rate (on selection fees + rental)	Inclusion or exclusion of openers or clickers. Same e-mailing and within 15 days
Generation of several files	80 €/Additional file	Example: mailing campaign to 10 different areas: 10x80=€800
HTML verification fee (if email is provided)	150 €	

Routing customer e-mails

PRODUCT	RATE excl. tax	COMMENTS
Customer file integration	180 €	
Routing customer e-mails	0.20 €/sending	Deduplication of your file with the Hyltel database and sending management



DM CAMPAIGN- Sms rental

PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	
SMS rental + routing		149 characters + STOP (including spaces)
- Horticulturist/Nursery Owner /Institutional /Dealer	0.60 €	
- Landscape Architect / Landscape Contractor	0,40€	
Rental + long SMS routing	0,80 €	295 characters + STOP (including spaces)
2 nd sending	50% off the initial rate	
Generation of several files	80 €/Additional file	Example: mailing campaign to 10 different areas: 10x80=€800

Customer mobile phone management

PRODUCT	RATE excl. tax	COMMENTS
Customer file integration	180 €	
Routing customer numbers (149 characters + STOP including spaces)	0.20 €/sending	Deduplication of your file with the Hyltel database and sending management
Routing customer numbers (295 characters + STOP including spaces)	0,30 € / sending	Deduplication of your file with the Hyltel database and sending management

DM CAMPAGNE –RCS rental



PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	For those who are not RCS compatible, an SMS will be sent: the costs of selection, extraction, etc. are applied only once.
Déclaration unique d'un agent à effectuer obligatoirement pour avoir l'autorisation Google)	300 €	Délais d'environ 1 mois
RCS rental + routing	1 €	STOP (including spaces)
2 nd sending	50% off the initial rate	
Generation of several files	80 €/Additional file	Example: mailing campaign to 10 different areas: 10x80=€800

TRACKING

PRODUCT	RATE excl. tax	COMMENTS
Tracking package	350 € / direct marketing campaign	Access to the Tracking service and settings
Tracking numbers	50 € / number rented Max 2 000€ excl. tax	Provision of leased and tracked numbers + tracking report (including 120 min of monthly communication for 2 months)

VOICE MESSAGES

PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	
Rental + voicemail routing	0.75 €	Maximum duration 40 seconds on French mobiles
2 nd sending	50% off the initial rate	Fixe + variable
Génération de plusieurs fichiers	80 € / Fichier supplémentaire	Ex: campagne d'envoi sur 10 zones différentes: 10 x 80 = 800€

AGRICARTE

AGRICARTES packs include :

- The selection
- Follow-up (schedule management, checking shipments, signing proofs).

Sending of AGRICARTES:

- Printing: A4 document - shape and cut-out according to model, four-colour process recto/verso, ½ matte 300g paper, micro-perforations included
- Routing your AGRICARTES
- Postage

PRODUCT	PACK (volume)	COST PER UNIT	RATE
AGRICARTE	500	5.994	2 997
	1 000	3,983	3 983
	2 000	2,674	5 348
	3 000	2,353	7 059
	4 000	2,194	8 778
	5 000	2,097	10 485
	6 000	2,041	12 246
	7 000	1,988	13 914
	8 000	1,951	15 610
	9 000	1,927	17 339
	10000	1,899	18 993
	15 000	1,830	27 456
20 000	1,795	35 906	

- Option to create your card from your brief: €900 excluding VAT

INVITATION – single sided card

The SINGLE SIDED INVITATION PACK includes :

- Selection
- Follow-up (schedule management, checking shipments, signing proofs)
- Dispatch of the single flap :
 - Printing: 10 x 21 card - 250g - four-colour process - personalised address
 - Routing with window envelope without logo
 - Postage
 - SMS follow-up included on available potential (estimated at 50%)

PRODUCT	PACK (volume)	COST PER UNIT	RATE
INVITATION PACK – single sided card	500	3,315	1 658
	1 000	2,491	2 491
	2 000	2,120	4 241
	3 000	1,997	5 990
	4 000	1,936	7 743
	5 000	1,853	9 263
	6 000	1,828	10 967
	7 000	1,811	12 676
	8 000	1,798	14 383
	9 000	1,788	16 088
	10000	1,778	17 784
	15 000	1,754	26 306
20 000	1,742	34 840	

- Option to create your card from your brief: 900 € excluding VAT

Full-colour logo printing option :

PRODUCT	QUANTITY	UNIT PRICE excl. tax
Full-colour envelope printing	1 000	0,22 €
Full-colour envelope printing	5 000	0,087 €
Full-colour envelope printing	10 000	0,051 €

INVITATION - double-sided card

The DOUBLE SIDED CARD INVITATION PACK includes :

- Selection
- Follow-up (managing the schedule, checking deliveries, signing proofs)
- Dispatch of the double flap :
 - Printing: card 10*42 - folded 10*21- 250g - four-colour process - address personalization
 - Routing with window envelope (without full-colour logo on envelope)
 - Postage
 - SMS follow-up included on available potential (estimated at 50%)

PRODUCT	PACK (volume)	COST PER UNIT	RATE
INVITATION PACK – double sided card	500	4,502	2 251
	1 000	3,140	3 140
	2 000	2,412	4 823
	3 000	2,148	6 443
	4 000	2,027	8 107
	5 000	1,951	9 757
	6 000	1,901	11 404
	7 000	1,863	13 040
	8 000	1,836	14 685
	9 000	1,815	16 333
	10000	1,794	17 940
15 000	1,743	26 150	
20 000	1,712	34 242	

- For orders over 20,000 items, please contact fab@hyltel.fr
- Printing of blank cards: unit price: €0.30
- Option to create your card from your brief: €1,500 excluding VAT

Full-colour logo printing option on envelope :

PRODUCT	QUANTITY	UNIT PRICE excl. tax
Full-colour envelope printing	1 000	0,22 €
Full-colour envelope printing	5 000	0,087 €
Full-colour envelope printing	10 000	0,051 €

GRAPHIC DESIGN

ARTICLE	UNIT PRICE	COMMENTS
Designing an invitation card Single or bi-fold	900 € For customized requests: surcharge on quotation	Production of a document (single or bi-fold) based on the customer's requirements Design: advice and monitoring by a project manager, prioritisation of messages for a mailing Graphic design: graphic research, presentation of mock-ups, finalization Execution: document layout, image processing, corrections, proofreading
Design of an e-mail	150 € ex VAT	Converting PDF to HTML
	600 € ex VAT	Creation of an e-mail (using elements provided by the customer and a very simple brief)

DATABASE PROCESSING

ARTICLE	UNIT PRICE	COMMENTS
Reconciliation - Analysis - Enrichment	900 € ex VAT	File management and introductory meetings Audit of customer file Restructuring of fields
	0,40 € ex VAT / line	Reconciliation with the HYLTEL database Marking of active, inactive, unknown and non-agricultural structures Marking of suspected duplicates Restitution of processing
Push-button - Simple reconciliation	290 € ex VAT / opération	File integration and processing
	0,10 € ex VAT / line	Reconciliation and marking in the HYLTEL database
SIRET or landline telephone enhancement	+ 0,085 € ex VAT / unit	Add SIRET number or telephone number

POST TEST

ARTICLE	UNIT PRICE	COMMENTS
5 fixed questions (Reception, opening, reading, interest in the medium, call to action)		
Opération de Post-Test	1 250 € ex VAT	100 calls
	2 500 € ex VAT	300 calls
	3 750 € ex VAT	400 calls
	OPTION	
	+ 1€ HT / appel aboutie	1 additional closed-ended question
	+ 2 € HT / appel aboutie	1 additional opened-ended question

TELEMARKETING

DATABASE QUALIFICATION OR PROJECT DETECTION

ARTICLE	UNIT PRICE	COMMENTS
		Scoping meeting
Setting up and monitoring the action	1 500 € ex VAT	Access to the HYLTEL database Creation of the call scenario and responses to objections Training of telephone operators
Making calls, for a survey of 10 closed questions	15 € ex VAT / call	Invoicing for surveys carried out (excluding answering machines, wrong numbers, inactives, etc.)
Non-quality management (not based on HYLTEL)	1,90 € ex VAT / non-quality call	On a customer database, invoicing for wrong numbers, retired people, non-agris,...
Export of survey results / Drawing up a report	850 € ex VAT	Export of contacts to Excel Qualitative and quantitative assessment of the results of the operation
OPTION		
Appointment booking	500 € HT	- Scheduling telephone appointments - Recording appointments in a shared calendar
1 additional closed-ended question	1€ HT / question	
1 additional open-ended question	2€ HT / question	