



hyltel

RATES

**DATA
DIRECT MARKETING**

2023 / 2024

Database



PRODUCT	RATE excl. tax	COMMENTS
Selection, extraction and preparation of your file on the specified target	290 €	
Purchasing addresses	1.45 €	Company name, first names and surnames of partners, postal address, landline telephone number, type of production, INSEE code, canton, department, registration number (siret)
Delivery of additional criteria	0,50 €	Ex: UAA, CAP,...
Mobile number delivery	1,50 €	Sales with postal details only
Address maintenance	0,30 €	Marking of terminations, updating of structural modifications, delivery of creations. One delivery per year.

VOLUME DISCOUNTS

Number of lines	Discount
>= 20 000 lines	10%
>= 40 000 lines	15%
>= 60 000 lines	20%
>= 100 000 lines	30%

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: $10 \times 80 = €800$
Campaign monitoring	240 €	Search for partners (printing and/or routing), management of print orders
Address rental	0,40 €	

VOLUME DISCOUNTS

Number of lines	Discount
>= 20 000 lines	10%
>= 40 000 lines	15%
>= 60 000 lines	20%
>= 100 000 lines	30%

Managing returns on a postal campaign

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	0,40 €	

USE OF HYLTEL FREE RESPONSE :

Libre réponse 83859
35659 Le Rheu Cedex

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	0.40 €	Maximum of 2 structural criteria selected
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
Critère affinitaire (ciblage sur catégorie Isadatalab)	+0,20€ par catégorie	Politique et économie agricole, Gestion et droit, Techniques culturelles, Technique d'élevage, Environnement, Transformation, Commercialisation, Machinisme, Bâtiments et matériels, Marchés, Météo, Société et vie sociale, International, International, OEnologie, Vie des entreprises et personnalités, Autres
Keyword segment criteria	+0,40 €	Pack of 1 to 5 keywords maximum
HTML verification fee (if email is provided)	150 €	

VOLUME DISCOUNTS

Number of lines	Discount
>= 20 000 lines	10%
>= 40 000 lines	20%
>= 60 000 lines	30%
>= 100 000 lines	40%
>= 200 000 lines	50%

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	0.40 €	149 characters + STOP (including spaces)
Rental + long SMS routing	0,60 €	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

VOLUME DISCOUNTS

Number of lines	Discount
>= 20 000 lines	10%
>= 40 000 lines	20%
>= 60 000 lines	30%
>= 100 000 lines	40%
>= 200 000 lines	50%

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: $10 \times 80 = €800$

AGRI-TRACKING

PRODUCT	RATE excl. tax	COMMENTS
Agri-Tracking package	350 € / direct marketing campaign	Access to the Agri-Tracking service and settings
Agri-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€

REMISES SUR VOLUME

Nombre de lignes	Remise
>= 20 000 lignes	10%
>= 40 000 lignes	20%
>= 60 000 lignes	30%
>= 100 000 lignes	40%
>= 200 000 lignes	50%

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, 1/2 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

EXHIBITION PACK – single sided card

The SINGLE SIDED EXHIBITION 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
EXHIBITION 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 €

EXHIBITION PACK – double-sided card

The DOUBLE SIDED CARD EXHIBITION 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
EXHIBITION 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 600 € ex VAT	Converting PDF to HTML 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

TELEMARKETING/ POST TEST

POST TEST :

ARTICLE	UNIT PRICE	COMMENTS
5 fixed questions (Reception, opening, reading, interest in the medium, call to action)		
Opération de Post-Test	1 750 € ex VAT	200 calls
	2 650 € ex VAT	300 calls
	3 250 € ex VAT	400 calls
	3 850 € ex VAT	500 calls
	4 450 € ex VAT	600 calls
	+ 150 € ex VAT	Additional closed question (give possible answer choices)
	+ 250 € ex VAT	Additional open question

DATABASE QUALIFICATION OR PROJECT DETECTION

ARTICLE	UNIT PRICE	COMMENTS
Setting up and monitoring the action	1 500 € ex VAT	Scoping meeting 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	12 € 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		Export of contacts to Excel
Drawing up a report/summary of calls made	850 € ex VAT	Qualitative and quantitative assessment of the results of the operation