



**Prospects:** **900,000 Australia**

**Customers Sourced via:** DRTV & Mail order

**Customer Profile:** Ratio 70% female 30% male with a significant portion of the customers being multi-buyers. A very loyal customer base with the majority being 45 years plus. Very familiar with direct mail acquisitions as this list is the basis for many successful campaigns and seeing significant roll outs for many different companies including: - finance, subscriptions, continuity, charity, mail order and publishing. Using modelling techniques we can ascertain the following profile for the customer base: -

- **Age Range (Majority) - 35 - 64 years**
- **Average Household Income (AUD) - \$52,000 - \$130,000 pa**
- **Disposable Income - Medium to High**
- **Household Composition - Older Families**
- **89% - Owner Occupied**
- **41% - 5 years plus residency**

**Purchase History:** 33% of this file is a genuine repeat buyer and over 80% pay via their credit card. Easy automatic credit card payments are offered to customers spending over \$150 (in just 3 easy instalments)! This winning formula sees regular dollar spend by these customers ranging from \$65 - \$1000. Approximately 12,000 new customers being added on a monthly basis.

**List Maintenance:** Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.

**Targeting / Selections:** Gender, State, Recency, Payment Method, Multi Purchasers, Dollar Spend, Postcode Inclusion or Exclusion (Postcodes required in listed .txt notepad format) & Product Purchased Categories: -

- Kitchen
- Entertainment
- DIY Hardware
- Health and Beauty
- Home Fitness
- Home-ware
- General Merchandise



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**Investment:**

\$330-00 / £00 Base Rental

**Selection Fee/s:**

\$15-00 / £00 Dollar Spend and/or payment method

\$25-00 / £00 Multi Purchasers

\$30-00 / £00 Product categories

\$375-00 Flat set up fee

**Volume Discounts**

5% off base rental for 50,000 - 100,000 records

10% off base rental for 100,001 records plus

**Charity Discounts**

5% off base rental for < 30,000 records

10% off base rental for 30,001 + records

+ 10% GST for Australian customers

\$15-00 International delivery fee

(Minimum order 5,000 records)



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