

ACXIOM BEHAVIOUR BASE

- Prospects:** **1,100,000 + Australia**
- Customers Sourced via:** Warranty Cards - Questionnaire / Surveys
- Customer Profile:** Behaviour Base is unique in that it is constructed from information captured from in-product questionnaires and satisfaction surveys dispensed to consumers who have purchased a variety of high-ticket products and services. Through partnership survey programmes with many market-leading organisations, invaluable lifestyle and demographic information has been collected. The variety of data collection channels means that you are able to reach and elicit responses from consumers who may not consider completing a mailed survey.
- Behaviour Base supports a wide range of different applications across a host of industry sectors, for example: -
- **Identifying individuals** who are receptive to buying through mail order to assist catalogue companies to reach this direct-responsive segment, thus improving sales.
 - **Enabling magazine publishers** to grow subscriptions profitably, by targeting individuals whose lifestyle interests reflect the content of the magazine.
 - **Targeting wealthy individuals** who have interests in stocks and shares, and savings and investment plans.
 - **Helping charities** to reach individuals with a genuine concern in the area in which they are active, to develop and grow their donor base.
 - **Providing credit card companies** with the opportunity to target actively purchasing individuals to ensure you reach financially active, quality audience.
- List Maintenance:** The file is refreshed monthly with new survey respondents, which means that fresh prospects are being made available regularly for your ongoing campaigns.
- Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.

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Targeting / Selections:

Gender, State & Recency. Plus detailed survey information: -

Core Demographics

Age, Gender, Marital Status, Number of Children, Age of Children, Family Size

Standard Demographics & Lifestyle Selections

Occupation

Director, Senior Management, Professional, Education, Public Sector, Clerical/Office, Manual/Factory, Trade Worker, Home Duties, Services (e.g. Police, Army), Farming/Agriculture, Retired, Student, Self Employed

Lifestyles

Bushwalking/hiking, Charity, Current affairs, Eating out, Exercise/active sports, Finance & investments, Further education, Music/concerts, Theatre/culture/arts, Home improvements/DIY, Travel, Movies/videos/DVDs, Home computing/games, Golf, Wine, Reading, Health/diet, Fashion/clothes

Home Shopping Mail Order

Purchased goods by post/mail order, Over the Internet.

Automotive

Car owners, Car types, Family Saloon, 4WD/SUV, Hatchback, Sports car, Luxury (e.g. Mercedes, BMW), Utility vehicles, Month of insurance renewal.

Charitable Concerns

Animal welfare, Cancer research, Disabled, Environment, Homeless, Mental health, Third world causes, Blind/deaf, Children's charities, Disaster relief, Medical research, Human rights, The elderly, Wildlife.

Finance & Property Selections

Household Income Bands

Up to \$10,000, \$10,000-\$20,000, \$20,000-\$30,000, \$30,000-\$40,000, \$40,000-\$60,000, \$60,000-\$80,000, \$80,000-\$100,000, \$100,000-\$150,000, \$150,000+

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Targeting / Selections:

In The Home

Home ownership status, Length of residency, Month of insurance renewal, Satellite/cable TV, Broadband Internet, Market value

Finance & Investments

Shares, Home Loan, Self managed superannuation, Investment property, Funeral plan, Term deposit, Credit card, Store card, Frequent flyer card

Investment:

from \$350-00 / £00 Postal
\$350-00 set up fee

10% GST for Australian customers
(Minimum order 5,000 records)