

Prospects:

349,000 Australia

- Postal Addresses - 348,898 records
- Valid eMail Addresses - TBA
- Mobile Numbers - 274,478 records
- Daytime Number - 348,674 records

Customers Sourced via:

On-Line

Customer Profile:

Formerly known as findmysuper.com.au - Australian Super Profiles is a financial services portal that allows consumers to track down cash reserved in previous super accounts. Nearly 350,000 members have been recruited and this volume is expected to double by 2012 as legislation comes into effect that allows the government to absorb any outstanding amounts.

These members are from younger, wealthier families who are relatively credit hungry whilst having a low credit risk. Their household income is well above average and they have savings and investments.

Purchase History:

n/a

List Maintenance:

Personalised, privacy compliant, updated daily and well maintained by the list owner.

Targeting / Selections:

Gender, Age, Date Of Birth, Current Superannuation Supplier, Property Value, Salary, Disposable Income, Household Income, Directors at Home, State & Occupation.

Marketing Opportunities:

Postal
Telemarketing
EDM - coming soon
Joining Survey Question Sponsorship

Investment:

\$300-00 / £00 - Postal Data
\$400-00 / £00 - Telemarketing Data
\$400-00 / £00 - EDM Broadcast
\$8-00 / positive lead - Sponsored Question

Selection Fee/s:

\$450-00 set up fee (per campaign channel)

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