



Data Enhancement And Database Profiling

Prospects:

Overview:

Insightful & Predictive Data Resources:-

Veda Advantage Solutions Group offers both a high volume of available prospects and a wide range of sophisticated segmentation variables to facilitate highly targeted, effective marketing campaigns. With unique and dynamic proprietary data sources to continuously validate the accuracy and currency of consumer prospects, as well as maintaining a very accurate change of address file.

Database Profiling

- The profiling service provides you with insights about your customers by identifying the ways in which they are different from a base population, in terms of their demographics and behavioral characteristics. This information can be used to develop more effective customer acquisition and retention strategies.

After we process your file you will receive a detailed report that will identify the ways in which your customers are similar to the rest of that population, and the ways in which they depart from the norm in a statistically significant way.

Profiling will assist your business with: -

- Characterizing your customers and seeking out new customers with similar traits.
- Evaluating and fine tuning customer acquisition campaigns
- Retaining customers by tailoring communications and products offerings in ways that suit their demographic and behavioural characteristics.

The Profiling service draws upon a wide range of demographic and behavioural variables: -

- These variables can paint a picture of your customer base in terms of their income, geo-demographic type (e.g. 'Young Homebuyers') residency status (owner vs. tenant), family structure, projected credit demand, and other characteristics.

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Corporate Member since 1993

Database Enhancement

The Data Enhancement service appends selected data variables to your data file. The available data includes contact details, geo-demographic data, credit risk and credit demand data aggregated to neighbourhood level, and property related details.

Data Enhancement will assist your business with: -

- Sourcing up-to-date phone numbers
- Profiling your customer base
- Targeting prospects who fit the profile of your existing customers

Data Enhancement draws on a wide range of data sources: -

- The variables available via the Data Enhancement services draw on both publicly available and proprietary data sources, such as Veda Advantage credit bureau.

Data is refreshed regularly

- Variables are refreshed regularly to reflect the almost 80,000 changes that are made each day to the data sets that underpin the service.

Variables Available

- ADMA Do Not Mail
- Age Band Indicator
- DPID
- Density Indicator
- Disposable Income
- Dwelling Type
- Employment Indicator
- Gender
- GeoRisk
- Household Composition
- Landscape Segment
- Length of Residency
- Metro / Rural Flag
- Owner / Tenant Flag
- Property Value
- Prophe\$y
- Phone Number Append
- Residential Growth Indicator

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Selections:

Variable Description

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|-------------------------------|--|
| Age Bands | A predicted demographic variable that classifies each person into an age band. |
| GeoRisk | Predicts the relative credit risk of people living in a given neighbourhood based on the aggregated and depersonalised credit data of the individuals living in that neighbourhood. Neighbourhoods are ranked between 1 (high risk) and 10 (low risk). |
| Household Composition | Classifies the family structure of each household. |
| LandScape | A geo-demographic segmentation system that subdivides the population into clusters of similar individuals based on life stage, family structure, education, household income and wealth characteristics of the population. |
| Length of Residency | Provides an estimate of how long a household has been in residence at the same address. |
| Prophe\$y | Forecasts the relative demand, in a given neighbourhood, for various credit products. It provides separate forecasts for personal loans, credit cards, and mortgages. Demand is ranked between 1 (lowest demand) and 10 (highest demand). |
| Density Indicator | Provides an indication of the household density of a neighbourhood. |
| Disposable Income | Shows the relative average household purchasing power of a neighbourhood, by ranking it on a scale of 1 (low) to 10 (high). |
| Dwelling Type | Returns a definition of the dwelling type of an address (e.g. separate dwelling, duplex, or whether it is low medium or high density housing). |
| Employment Indicator | A measure of the unemployment rate for each Census Collection District (CCD). |
| Gender | Classifies each person by gender. |
| Household Income | A measure of relative income for households from 1 (low) to 10 (high). |
| Metro Rural | An area level classification of the urban area description for each CCD in Australia. |
| Owner/Tenant Indicator | Indicates the likely ownership status of a residence for each Australian household. |
| Property Value Index | Provides a relative measure of median house and land value for neighbourhoods throughout Australia, except for Tasmania and the Northern Territory. |
| Rental Indicator | Provides an indication of the rental rate of a neighbourhood. |

*A CCD is a Census Collection District, and typically comprises 200-250 households. Street Segment is a more granular geographic breakdown, developed by VSG, and typically comprises 10-25 households.

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Investment.:

Data Enhancement Append

Unit Cost

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|-------------------------------------|--------|
| ADMA Do Not Mail | \$0-01 |
| Age Band Indicator | \$0-05 |
| DPID & Address Cleansing | \$0-03 |
| Density Indicator | \$0-01 |
| Disposable Income | \$0-02 |
| Dwelling Type | \$0-02 |
| Employment Indicator | \$0-01 |
| GeoRisk | \$0-15 |
| Household Composition Indicator | \$0-07 |
| Household Income | \$0-07 |
| Landscape Segment & Groups | \$0-14 |
| Length of Residency | \$0-07 |
| Metro / Rural Flag | \$0-01 |
| Owner / Tenant Flag | \$0-09 |
| Property Value Index | \$0-07 |
| Prophe\$y - Credit Card Demand | \$0-08 |
| Prophe\$y - Mortgage Demand | \$0-08 |
| Prophe\$y - Personal Loan Demand | \$0-08 |
| Phone Number Append (input records) | \$0-05 |
| Residential Growth Indicator | \$0-15 |

\$350-00 flat Data Processing Fee

Database Profiling

\$150-00 - Detailed Data Report Supplied
(Free when renting 5,000 plus look-a-like records from ProspectsPlus file)

\$350-00 flat set up & Establishment fee

+ 10% GST for Australian customers