



Prospects:

504,000 Active Australian Members

Customers Sourced via:

On-Line Surveys

Customer Profile:

Empowered Communications is part of the publicly listed Digital Performance Group. Operating one of Australia's largest online permission marketing and media network with over 504,000 active members Australia-wide. In 2008, members participated in over 3,000 campaigns, receiving over 100 million emails.

Empowered run a network of websites and loyalty programmes that reward members for responding to or taking part in promotional and marketing research projects for which they have pre-specified an interest in receiving.

Empowered ensure strong data diversity and responses because: -

- Members register via a double opt-in process to receive EDM and SMS advertising according to their nominated special interest areas.
- When acquiring members, empowered adhere to all National Privacy guidelines.
- The personal and lifestyle information we collect from our members is regularly updated, ensuring strong responsiveness and diversity.

List Maintenance:

Fully personalised, 100% privacy compliant, well maintained by the list owner and updated continually.

Investment:

From \$320-00 / £00 email campaigns only
\$375-00 Flat set up, establishment & broadcast fee

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

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Member Profile / Selections:

Demographic & Psychographic

- State / Postcode
- Age
- Gender
- Occupation & Occupation Status
- Company Purchase Decision
- Company Purchase Influencers
- Employment Industry Segment
- Education Level
- Parents with Dependents
- Singles
- Home Owners
- Car Owners
- Credit Card Owners
- Alcohol Preferences
- Pet Owners
- Mobile Phone Ownership & Spend (p/mth)
- Insurance & Investments
- Grocery Buyers & Spend (p/wk)

Interests (General)

- Alternative Health
- Beauty Products
- Business Opportunities/Franchises
- Charities & Donations
- Children's Products/Toys
- Competitions
- Computers/Technology
- Cooking
- Education/Training
- Employment Services
- Fashion/Clothing
- Gardening Products
- Fine Art, Galleries, Museums
- Health and Fitness
- Interiors/Decorating
- Internet Access Plans
- Investing: Property
- Investing: Stock market
- Medical/Health Insurance
- Mobile Handsets/Plans/Accessories
- Online Shopping
- Personal Banking & Finance
- Pet Care
- Photography
- Renovation/Home Improvement
- Superannuation

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Corporate Member since 1993

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Member Profile / Selections:

Interests (General) Continued

- Renovation/Home Improvement
- Superannuation
- Travel: Family Holidays
- Travel: International
- Travel: Short Breaks
- Wine Collection / Tasting

Interests (Entertainment)

- Arts & Craft
- Sport: AFL
- Sport: Rugby
- Sport: Cricket
- Sport: Basketball
- Sport: Golf
- Sport: Soccer
- Sport: Tennis
- Sport: Cycling
- Sport: General
- TV Shows
- Movies/Cinema
- Music/CDs
- Performing Arts
- Bars & Restaurants
- Books & Magazines
- Camping Equipment
- Cars/Motoring
- Clubbing/Pubs
- Concerts/Theatre
- Dating and Singles
- DVDs/Videos
- Video Games