



**Prospects:**

**19,906 New Zealand**

**Customers Sourced via:**

Mail order & Internet Purchasers

**Customer Profile:**

FrogPrints commenced trading in 2000 as a purely internet based business, and have grown their database steadily over the last 8 years. Heavy online marketing and cross marketing opportunities with companies such as Microsoft and Telecom have seen exceptional growth.

In late 2007 FrogPrints purchased Fotopost, NZ's leading postal film developer and added another 5,000 active digital customers to their file.

FrogPrints customers find the convenience of the internet hard to resist. Mainly busy women with children and people who find getting to shops inconvenient like the rural community. With the shift into photo creative this customer base has extended to include gift givers and those excited by buying unique self designed products.

**Purchase History:**

Average order value is \$32-00 across one hundred different products. Customers mainly pay by credit card.

**List Maintenance:**

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

**Targeting / Selections:**

Gender and recency.

**Investment:**

\$280-00 / £00  
\$350-00 set up fee

10% GST for Australian customers  
\$15-00 International delivery fee  
(Minimum order 5,000 records)

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