

Prospects:

1,200,000 Australia
350,000 New Zealand

Customers Sourced via:

Mail order, Inserts & Off-the Page

Customer Profile:

The typical Innovations customers has a high disposable income, is mail order responsive and 65% of the customers are female.

Purchase History:

Active Customers: - Majority of these customers have purchased via credit cards and the list owner mails the active file at least 8 times per annum with the inactive file (24mths recency) being mailed at least four times per annum. Products purchased span home wares, apparel, gardening, health and beauty as well as general merchandise.

In-active Customers: - These are customers who are mailed by Innovations at least 4 times per annum. They have purchased in the last 24 to 48 months. These names are not available to competitive merchandisers, fundraisers and sweepstake promoters

List Maintenance:

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

Targeting / Selections:

Gender, state, recency, payment method, dollar spend and product class.

Product Class selections: -

Female Beauty Products, Cleaning Products, Music/Entertainment, Bedding, Car Accessories, Decor - Interiors, Soft Furnishing, Furniture - Home Office-Filing Cabinets, Gym and Sporting Equipment, Handyman, Jewellery, Kitchenware, Clothing - Females/Male (excluding EziBuy), Outdoors - Home, Solar lights etc., Travel - Luggage, Pet Care, Security, Home Office, Children, Electronics and Footwear.

Investment:

\$250-00 / £00 Active
\$175-00 / £00 Inactive

\$350-00 set up fee (per Country)

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