



## PROSPECTSPLUS

### Prospects:

**6,900,000 Australian Households**  
**9,500,000 Australian Individuals**

### Sourced via:

Multi-sourced dynamic data, including unique validation from Veda Advantage Australian credit bureau data.

- Further reference data available from The Valuer-General's property database, Roy Morgan psychographic/consumption data and Ticketek customer data.
- Continuously validated against all sources for optimal accuracy with over 5.5 million updates per week.
- Fully privacy compliant.
- Australian Direct Marketing Association opt outs and suppressions removed.
- Meets Australia Post bulk mailing discount address presentation standards.
- Geo-demographic, credit and risk variables also available for profiling and enhancement purposes.
- Existing customer base profiling and scoring of similar prospects FREE.

### 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 to minimise dead mail.

ProspectsPlus contains accurate contact data and powerful segmentation information on consumers' geo-demographic, credit and risk profiles. Now you can precisely target your prospect and customer marketing campaigns to become more cost-effective.

### ProspectsPlus can assist you:-

- increase your response rates
- decrease your customer acquisition costs
- bring new customers into profit sooner
- maximise your customer profitability
- isolate niche markets

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**Selections:**

*Premium Financial & Demographic*

<b>Age Bands</b>	A predicted demographic variable that classifies each person into an age band.
<b>GeoRisk</b>	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).
<b>Household Composition</b>	Classifies the family structure of each household.
<b>LandScape</b>	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.
<b>Length of Residency</b>	Provides an estimate of how long a household has been in residence at the same address.
<b>Prophe\$y</b>	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).

*Standard Demographic*

<b>Density Indicator</b>	Provides an indication of the household density of a neighbourhood.
<b>Disposable Income</b>	Shows the relative average household purchasing power of a neighbourhood, by ranking it on a scale of 1 (low) to 10 (high).
<b>Dwelling Type</b>	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).
<b>Employment Indicator</b>	A measure of the unemployment rate for each Census Collection District (CCD).
<b>Gender</b>	Classifies each person by gender.
<b>Household Income</b>	A measure of relative income for households from 1 (low) to 10 (high).
<b>Metro Rural</b>	An area level classification of the urban area description for each CCD in Australia.
<b>Owner/Tenant Indicator</b>	Indicates the likely ownership status of a residence for each Australian household.
<b>Property Value Index</b>	Provides a relative measure of median house and land value for neighbourhoods throughout Australia, except for Tasmania and the Northern Territory.
<b>Rental Indicator</b>	Provides an indication of the rental rate of a neighbourhood.

*Standard Geographic*

<b>Geography</b>	State, Postcode, Metro/Rural Splits, Radius from Postcode
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\*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.:**

\$150-00 / -000 Base rental  
\$350-00 set up & establishment fee

**Selection fee/s:**

\$25-00 / -000 Postcode / State  
\$25-00 / -000 Household income  
\$25-00 / -000 Disposable income  
\$25-00 / -000 Owner / Tenant  
\$25-00 / -000 Property Value  
\$25-00 / -000 Dwelling Type  
\$25-00 / -000 Gender  
\$50-00 / -000 Length of residency  
\$50-00 / -000 Age Band  
\$50-00 / -000 Household composition  
\$50-00 / 000 Prophecy  
\$50-00 / -000 GeoRisk

\$50-00 / -000 LandScape Segments

\$90-00 / -000 Phone Numbers

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

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