



Prospects:

**350,000 Australia
80,000 New Zealand**

Customers Sourced via:

Online Lifestyle Survey

Customer Profile:

The Great Australian Survey is a 100% opt-in consumer based list with over 340,000 current members and an additional 10,000 new members joining per month. Consumers join by completing the 50 question online survey which asks them a variety of questions about their demographic breakdown, lifestyle and purchasing intentions, collecting valuable data for both direct marketing and research use.

The following contact channels are available for one-off or multiple list rentals: -

- Email 340,000 records
- Mailing 289,000 records
- Telemarketing 221,000 records
- SMS 176,000 records

Members are rewarded for their participation by gaining entries into a \$30,000 cash prize draw which is given away every 3 months. At the same time the prize is drawn an email is sent to all members to announce the winner and to also invite them to update their personal details and survey answers. This ensures the Great Australian Survey has some of the freshest data in Australia as it is never more than 3 months old.

Campaign Targeting:

Clients are able to target members of The Great Australian Survey by using any of the questions selections within the survey and can use a combination of as many question selections as they wish in order to reach their specific target market at no additional cost. Campaigns can be run across any of the contact channels available.

“Send Now” Email campaigns: - clients provide html creative which is then top and tailed with The Great Australian Survey header and footer so that members are aware of the source of the email. Your emails are delivered to your target market at the time you choose. Emails are delivered during work hours to maximise click-thru rates. Emails also appear in members virtual inbox on the Great Australian Survey website to maximise click-thru rates.

Continued.....

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Campaign Targeting:

“Priority Queue” Email campaigns: - Your email campaign is delivered to your target market over a 7 day period. Emails are delivered after-hours each evening.

“Mini Poll” / Sponsored Question campaigns: - Add a sponsored question to the survey to pre-qualify data prior to your %end now+campaign

“Postal and/or Telemarketing ” campaigns : - We will provide data for postal and telemarketing campaign as per the selections you require, and for pre-approved mail pieces.

“Co-registered” Questions campaigns : - A question is inserted into main body of the survey and every member that opts-in is now a member/lead for you to contact directly. An example would be: -

"Are you in the market to purchase a property? Would you like to be contacted by Peter's Mortgages to find out about their new mortgage product? YES/NO+

Members that opt-in are aware of who is contacting them, and for what they are being contacted about, making them genuine leads for you. Costs are on a per member basis and depend on what contact channel/s you wished to purchase. On a weekly basis the data collected for the previous week is sent to you in excel format by email. There is no minimum order number, and a 24 hour cancellation policy.

Targeting / Selections:

Highly targeted. Contact us for a copy of the latest survey.

List Maintenance:

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

Investment:

Please contact us for a detailed rate card.

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The logo for adma, consisting of the lowercase letters "adma" in a white, sans-serif font, centered within a dark blue rectangular box.