

transcape

Prospects:

1,300,000 Australian Households
269,000 New Zealand Households

Customers Sourced via:

Compiled

Customer Profile:

Transactional data is the most powerful indicator of what, where and when someone will buy next. Transactional data is what underpins namely how Australian and New Zealand consumers have transacted with multiple mail order, not for profit and publishing organisations.

The result is a database that is:

- **factual** . based upon actual purchasing history
- **accurate** . transaction dates & values aren't aspirational, unlike some survey & market research based data sources
- **recent** . *transcape* is regularly updated with many hundreds of thousands of records added & removed on a quarterly basis
- **proven** . most successful organisations employ some element of their own transactional data in their direct marketing campaigns to existing customers
- **responsive** . 100% of *transcape's* data is sourced from transactions conducted through direct marketing channels

The transactional data held within *transcape* allows organisations to target Australian and New Zealand consumers according to the following criteria: -

- transaction date
- transaction value
- transaction volume
- number of organisations purchased from
- payment method
- household & geodemographic

transcape is available to organisations outside the mail order industry, whose target audience are Australian and New Zealand consumers known to have purchased products or services via direct response media in the preceding 24 months.

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Geographical Selections:

State
Postcode
Metro
Rural

Transactional Selections:

Recency
Hotline 0 - 3 Mths
Number of purchasers (2+ etc)
Dollar Spend
Channel (TV, DM, Inserts etc)
Payment Method

Household & Geo-demographic:

Gender
Age

Investment:

\$300-00 / £00 Base Rental
\$5-00 / £00 each Geographic selection/s
\$15-00 / £00 each Transactional selection/s
\$15-00 / £00 each Household & Geo-demographic/s

\$350-00 set up fee

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