



## *WRM Media*

**Prospects:** 1,100,000 Australia  
89,000 New Zealand

**Customers Sourced via:** **Compiled - Online Members**

**Customer Profile:** Founded in May 2003, consumer people-finder website now has more than 20 million registered members worldwide with membership currently growing at approximately 300,000 per month. This fresh data is key to the continued success of our marketing databases.

WRM-Media data is collected through full opt-in registration on the website; registrants submit full name, date of birth, gender, address and site-specific interest sectors. The opt-ins gained via a positive action tick box giving us permission to send them relevant promotional emails from WRM Media as well as postal campaigns for carefully selected third party partners.

**Selections:** **Premium EDM & Postal**

WRM-Media holds the largest opt-in EDM base in Australia as well as 520,000 postal records on file.

At present, WRM Media are adding between 30,000 and 50,000 fresh members in Australia every month. Achieved through a combination of highly successful tell-a-friend member campaigning, search engine marketing and optimisation and third party member generation programmes.

WRM Media do not incentivise our members to open and click on any emails. This means everyone who opens and clicks on your EDM with WRM-Media is genuinely interested in your offer, and nothing else. Furthermore, we can drill down into the file to accurately target those most likely to respond and convert to your offer.

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Corporate Member since 1993

The logo for adma, consisting of the lowercase letters "adma" in a white serif font on a dark blue rectangular background.

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### **Selections Continued:**

#### ***Demographic Selections***

All members provide gender and date of birth on registration. CAMEO modelling techniques adds depth. This demographic system incorporates the latest Australian Census of population, transactional data, proprietary data and data from the Household Expenditure Survey compiled by the Australian Bureau of Statistics, and enables WRM-Media to profile and target your audience effectively by demographic cluster.

#### ***Behavioural Targeting***

A large quantity of behavioural data has been compiled. Open and click performance from past EDM Campaigns are categorised and utilised to identify who will respond to your offer, on the basis of their previous behaviour, thus ensuring our members only receive offers of interest to them.

### **Standard Selections:**

Age . member submitted DOB  
Gender  
Geography  
CAMEO Modelled Groups

### **Premium Selections:**

Pre-campaign CAMEO analysis  
Demographic & Behavioural targeting  
Post campaign CAMEO analysis

### **Investment:**

\$270-00 / £00 Base Rental  
\$50-00 / £00 Demographic selection/s  
\$50-00 / £00 Behavioural selection/s  
  
\$750-00 Flat pre-campaign CAMEO profiling analysis  
  
\$350-00 set up fee  
  
10% GST for Australian customers  
(Minimum order 5,000 records)