



Prospects:

105,600 Australia

Customers Sourced via:

DRTV & On-line Buyers

Customer Profile:

Ratio 55% female 45% male with a significant portion of the customers being multi-buyers. Using modelling techniques we can ascertain the following profile for the customer base: -

- **Age Range (Majority) - 35 - 64 years**
- **Household Income (average) - \$AUD88,000**
- **Dwelling Type - Houses / Homer Owners**
- **Disposable Income - Medium**
- **Household Composition - Older Families / Married /Females**

Purchase History:

Customers have purchased from a wide range of general merchandise either by the highly discounted online store Deals2u and/or their DRTV innovative discount store TVP Direct. The file consists of many repeat buyers with the majority paying by credit card.

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 (Credit Card or all others), Dollar Spend, Product Category and Multi Purchasers.

Investment:

\$325-00 / £00 Base rate
\$299-00 / £00 Base Rental Charities

Selection fee/s:

\$15-00 / £00 Dollar Spend and/or payment method
\$25-00 / £00 Multi Purchasers
\$30-00 / £00 Product categories

\$350-00 set up fee

Package Insert Dispatch - Price upon application
(Exact size and weight required prior to us being able to quote).

10% GST for Australian customers
\$15-00 International delivery fee
(Minimum order 5,000 records)
Please allow up to 3 working days for data delivery