

List Profile for: Australian & NZ Consumer Survey

List Type: Consumer

What's This List About?

The most up-to-date and detailed data for Direct Marketing purposes ever! When consumers complete this online consumer survey, they give their explicit permission to contact them with products and offers that will be of interest to them, and to share their data responsibly with other companies.

Every 6 months a new survey is launched and detailed data is collected on demographic, lifestyle and **purchasing intentions** for Australian consumers.

This means the data is always fresh. Over 70 pieces of data collected on each person! You can target people who:

- have pets (and the type)
- have investment properties
- have a home loan or are renting
- are wine or beer drinkers
- have credit cards (and the type)
- want to or do take holidays
- are sports fans
- like country music!
- are considering renovations or buying large household goods
- were born overseas
- interested in improving their health and getting fit
- donate to charity
- have medical problems such as dandruff, lactose intolerance, diabetes, hair loss, hayfever, etc

of records Over 300,000 records

Pricing	Email Campaign	31c per email
	SPECIAL Off Peak Email	20c per email (sent over a few nights)
	Postal Data Rental	31c per email
	Telephone / Mobile Data Rental	45c per record (<i>sms broadcast not inc</i>)
	Setup	\$400.00
	Minimum order	5,000 records/emails or 10,000 for OFF PEAK
	Dedupes against your list	1.5c per record
	COST PER CLICK AND COST PER ACTION ALSO AVAILABLE ON APPROVED CAMPAIGNS – PLEASE ASK	POA (<i>CPC ballpark 85-95c per click. CPA campaigns no less than \$2.50 per action</i>)

Selections

- Gender
- Age bracket
- Income level
- Have kids
- Selected magazines and newspapers read
- Various products consumed (beverages, foods, etc)
- Marital status
- Intended purchases such as finance, property, credit cards, holidays, banking, EYC
- Many many more! Please call to discuss what extra targeting is available.

Deliverability Email 100%. Mail, Tele 95%

Terms & Restrictions

- List owner conducts **all email** broadcasts
- All campaigns (email, tele or mail) to be pre-approved by list owner
- Full reporting on clickthroughs provided for email campaigns
- Telemarketing & mail data delivered to you in a spreadsheet.
- Tele Data needs to be washed against Do Not Call Register. List owner will wash prior

Format Email Campaigns – HTML email supplied by you. Other data emailed to you in Excel format.

Turnaround Within 3 days after payment is confirmed.

Payment Pre payment (unless otherwise negotiated).

Pricing & Selections *ex GST*

Anything Else I Need To Know?

Delivery Format & Turnaround