

List Profile for: Great Sites/Formerly Great Australian 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. Great Sites also has sites in New Zealand and the UK.		
Pricing & Selections <i>ex GST</i>	This means the data is always fresh. Over 70 pieces of data collected on each person! You can target people who:		
	<ul style="list-style-type: none"> - 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 or Postal Campaigns	0 – 10,000 =31c each 10,001 – 25,000 =28c each 25,001 – 50,000 =25c each 50,001 – 150,000 =23c each 150,000 + emails =18c each
		Telephone / Mobile Data Rental	45c per record (<i>sms broadcast not inc</i>)
		+Setup	\$400.00
		Minimum order	\$2,000.00
		Dedupes against your list	1.5c per record
	Selections	<ul style="list-style-type: none"> - 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.	
	Anything Else I Need To Know?	Deliverability	Email 100%. Postal, Tele 95%
Terms & Restrictions		<ul style="list-style-type: none"> - List owner conducts all email broadcasts - All campaigns (email, tele or mail) to be pre-approved by list owner - Full reporting on dickthroughs provided for email campaigns - Telemarketing & postal 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. Postal and telephone data emailed to you in Excel format.	
Delivery Format & Turnaround	Turnaround	Within 3 days after payment is confirmed.	
	Payment	Pre payment (unless otherwise negotiated).	