

List Profile for: Small To Medium Businesses - InfoBase

List Type: Business

What's This List About?

Successful business-to-business direct marketing is dependent on targeting the right person in the right company. InfoBase has been specifically developed to meet this need. Its combination of breadth, depth, accuracy and the daily collection of new data delivers unparalleled value for direct mail and telemarketing campaigns.

This success can be attributed to the InfoBase proprietary data cleansing and integration system — a system that on a daily basis verifies and updates the database to ensure you only receive the highest quality data possible. InfoBase's strength is for highly targeted specialty lists for companies UNDER 100 employees.

Pricing & Selections

ex GST

# of records	Over 800,000 organisations to choose from	
Pricing	Postal Data Rental Base Price	30c per record/\$75.00 setup
	Postal Data 1 Year Lease	75c per record/\$250.00 setup
	Telemarketing Data Rental Base Price*	38.5c per record/\$75.00 setup
	Telemarketing Data 1 Year Lease*	96.3 per record/\$250.00
	Fax Data Rental Base Price	36.5c per record/ \$75.00 setup
	Fax Data 1 Year Lease	91.3c per record/\$250.00
	Postal & Telemarketing* Combo Rental	60c per record/ \$75.00 setup
	Postal & Telemarketing* Combo 1 Year Lease	\$1.50 per record/\$250.00
	Postal & Telemarketing* & Fax Combo Rental	80c per record/ \$250.00 setup
	Postal & Telemarketing* & Fax Combo 1 Year Lease	\$2.00 per record/\$250.00
Extra Fields	3.5c per record extra	
*ANZSIC Code & Description OR Employee Size	2.5c per record extra	
*Head Office Flag OR ACN/ABN	10c per record extra	
*All 4 above attributes		
Minimum Order	\$250.00	
Selections	<ul style="list-style-type: none"> • Senior Decision Maker (in some cases this may be a Branch Manager or Admin manager. Please tell us if you want CEO/Owner only) • Gender • Industry via ANZSIC Codes (ask if you need a copy of codes) • Employee Size • State/Postcodes (ask us if you need a postcode database) • Head Office/Branch/Home Office 	
Deliverability	95% . List owner will credit any duds over and above the 5% guarantee	
Terms & Restrictions	List not to be on-sold to any other company or used to form a directory List Rental means a once-only use A sample mail piece/script must be submitted to list owner for approval Tele Data will need to be washed against Do Not Call Register (we can do for you)	
Format	Emailed to you in Excel format. Ask about other formats	
Turnaround	Within 3 days after payment is confirmed.	
Payment	Pre payment (unless otherwise negotiated).	

Anything Else I Need To Know?

Delivery Format & Turnaround