

List Profile for: Reach DM Business Data

List Type: Business Data

What's This List About?

The REACH DM (Decision Makers) Database has over 350,000 Australian companies personalised to more than 400,000 Senior Decision Makers, these are the decision makers that matter. REACH DM provides comprehensive coverage of the Australian Business environment.

REACH DM has complete data integrity and unrivalled quality and provides marketers with diverse segmentation options as well as precise targeting ability to pinpoint prospects. REACH DM is meticulously updated and has an industry leading accuracy and unbeatable 98% deliverability ensuring superior response rates. Lists from this database come with the REACH DM Guarantee which includes a \$1.00 refund for each undelivered letter.

You can select by type of Decision Maker, Size of Company, Industry (ANZSIC Code), as well as location.

of records Over 350,000 companies

Pricing & Selections ex GST

Pricing	Postal Data Rental (one off use)	30c per record
	Telemarketing Data Rental (one off use)	37.5c per record (inc ANZSIC Code/Industry)
	Postal & Tele Rental Combo (one off use)	60c per record
	Fax Data Rental (one off use) (one off use)	30c per record
	Data Purchase/Multiuse Postal, Tele, Fax (fax where avail)	95c per record
	Extra fields (emp size, ANZSIC Code)	+3c per record (note telemarketing data comes with ANZSIC code)
	Adhesive labels	+ 4c per record
	Setup	\$250.00
	Minimum order	No minimum order
<i>(Emails not available due to spam laws.)</i>		

- Selections**
- Job Title – **see table below**
 - Line of Business By ANZSIC Code
 - Size by Employees
 - Type of Decision Maker
 - Location - State, Metro or Postcode

Decision Maker	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	TOTAL
CEO	4421	114536	2910	64923	26154	9009	94752	30956	347,661
Chairman	9	226	2	71	34	12	136	45	535
Marketing	429	11853	187	5258	2658	619	9127	2957	33,088
Finance	422	11085	182	4838	2424	596	8400	2779	30,726
IT	329	8986	142	3779	1944	481	6585	2138	24,384
HR	386	9805	176	4314	2229	580	7372	2455	27,317
Sales	350	10024	147	4473	2273	514	7612	2475	27,868

Anything Else I Need To Know?

Deliverability 98%. List owner will pay \$1 for each returned envelope that is a dud!

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
Fax Data will need to be washed against Do Not Call Register (we can do for you)

Delivery Format & Turnaround Time

Format Emailed to you in Excel format. Ask about other formats

Turnaround Within 3 days after payment is confirmed.

Payment Terms Pre payment (unless otherwise negotiated).

