

# List Profile for: Consumers & Online Shoppers Email Database

## List Type: Consumer

### What's This List About?

Subscribers to this fabulous permission-based database opt in constantly from a wide range of partner sites. Even more importantly, they give their permission to receive marketing messages from advertisers from over 60 categories interest.

There are over 200,000 members, with over 8000 new subscribers joining every month. This list's strength is professional females who are web-savvy online shoppers, however there are lots of men on this list too!

This database is **non-incentivised**, meaning members do not receive points or rewards for clicking through to your website. While incentivised lists are fabulous and work very well for most campaigns, many clients prefer non-incentivised, especially with higher ticket items, as people aren't clicking your link just to get points.

They click through because they are serious about your offer.

**This is also one of the BEST PRICED opt-in email lists you'll find.**

### Pricing & Selections

*ex GST*

<b># of records</b>	Over 300,000 members		
<b>Pricing</b>	Email Marketing Campaign	2000-10,000 emails	15c each
		10,001-20,000 emails	13c each
		20,001-50,000 emails	12c each
		50,0001-100,000 emails	11c each
		100,000+	10c each
	Setup	\$250.00	
	Minimum order	\$1,500.00	
<b>Selections</b>	-	<b>Age</b>	
	-	<b>Gender</b>	
	-	<b>State</b>	
	-	<b>Job Title</b> (eg professional, manager etc)	

### Anything Else I Need To Know?

<b>Deliverability</b>	100%
<b>Terms &amp; Restrictions</b>	<ul style="list-style-type: none"> <li>- broadcast done by list owner</li> <li>- reporting on opens and clickthroughs provided to you</li> </ul>

### Delivery Format & Turnaround Time

<b>Format</b>	Your HTML email sent by list owner
<b>Turnaround</b>	Allow at least 7 days to book
<b>Payment Terms</b>	Pre payment (unless otherwise negotiated).

