

# List Profile for: Direct Mail Responders– Fusion

## List Type: Consumer

<b>What's This List About?</b>	<p>Fusion List is a B2C data pool list that has been built through an alliance with a select number of active direct marketers.</p> <p>The database is built only from the <u>actual transactions</u> of consumers who have bought products via direct marketing Channels.</p> <p>The data pool will be regularly refreshed with new transactions, keeping this a responsive and accurate direct marketing list all year round. Fusion List will provide you with the unique ability to target customers through their purchase history with other direct marketers:</p> <p><b>Recency (when they purchased)</b>  <b>Frequency (how often they buy)</b>  <b>Monetary Value (how much they spend)</b></p> <ul style="list-style-type: none"> <li>- Total monetary spend for the database is in excess of AU\$170 million.</li> <li>- Total spend for the last 12 months is in excess of AU\$60 million.</li> <li>- 60% reside in a capital city - a further 20% of records in large regional cities.</li> <li>- Over 60% of records maintain telephone numbers also.</li> <li>- 36% of records have purchased during the last 12 months.</li> <li>- 25% are known multiple buyers of products through DM.</li> <li>- 30% are known credit card purchasers.</li> <li>- 11% have purchased products through online channels.</li> <li>- 60% of records are female, 25% are male</li> </ul>									
	<b>Pricing &amp; Selections</b> <i>ex GST</i>	<b># of records</b>								
Over 1 million household records										
ACT 2%		NSW 35%		NT 1%	QLD 20%	SA 8%	TAS 2%	VIC 22%	WA 10%	
<b>Pricing</b>										
Mail Rental – Base Price						From 30c per record				
Telemarketing Rental - Base Price						From 34c per record				
Mail & Tele Rental - Base Price						From 40c per record				
Setup & Delivery Minimum Order Value						\$300.00 5,000 records				
<b>Selections</b>										
Postcode Ranges, State						No Charge				
Detailed, Specific Postcodes						+.005c per record (\$5/1000)				
DPIDs/Barcodes						+.005c per record (\$5/1000)				
Recency						+1.5 per record				
Hotline ( <i>last 3 months</i> )						+2.5c per record				
Frequency ( <i>ie 2+ purchases per year</i> )						+1.5c per record				
Monetary Value ( <i>ie spent \$150 per year</i> )						+1.5c per record				
Credit Card Buyer/Purchase Method						+2.5c per record				
Channel ( <i>ie Online, DM, Insert, Space Ad</i> )						+1.5c per record				
Gender						+1c per record				
<i>Licensing and volume usage pricing available</i>										
<b>Anything Else I Need To Know?</b>	<b>Quality</b>									
	Data is cleaned and verified to comply with Australia Post's postal address format standards. Data is updated every three months with hundreds of thousands of new transactions added throughout the year.									
<b>Privacy</b>										
Data is collected and managed in a manner that complies with Australia's Privacy Act and National Privacy Principles. Data is screened against the ADMA Do Not Contact registry and suppression files for privacy compliance. <b>Telemarketing Data may need to be washed against the Do Not Call Register.</b>										



<b>Delivery Format &amp; Turnaround Time</b>	<b>Deliverability</b>	Mail 95% Telephone 90% DPID/Barcode availability 90%
	<b>Terms &amp; Restrictions</b>	<ul style="list-style-type: none"> <li>- Your mail piece or tele script is to be supplied for list owner approval</li> <li>- Prices subject to change without notice</li> <li>- Counts are approximate and may differ when it comes to order time</li> <li>- Only available to companies outside of the mail order, catalogue and consumer merchandise sector.</li> <li>- Overseas lotteries, sweepstake and competition mailings are also excluded from list use.</li> <li>- List owner reserves the right to refuse usage to any third party list user or agent.</li> </ul>
	<b>Format</b>	Emailed to you in CSV format via spreadsheet. Ask about other formats
	<b>Turnaround</b>	3 to 5 business days after payment is confirmed.
	<b>Payment Terms</b>	Pre payment (unless otherwise negotiated)