

# List Profile for: Direct Responders AUS & NZ – Fusion List

## List Type: Consumer

### What's This List About?

Fusion List is a B2C data pool list that has been built through an alliance with a select number of active direct marketers. The database is built only from the actual transactions of consumers who have bought products via direct marketing Channels.

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.

#### Recency (when they purchased)

#### Frequency (how often they buy)

#### Monetary Value (how much they spend)

- Total monetary spend for the database is in excess of AU\$170 million.
- Total spend for the last 12 months is in excess of AU\$60 million.
- 60% reside in a capital city - a further 20% of records in large regional cities.
- Over 60% of records maintain telephone numbers also.
- 36% of records have purchased during the last 12 months.
- 25% are known multiple buyers of products through DM.
- 30% are known credit card purchasers.
- 11% have purchased products through online channels.
- 60% of records are female, 25% are male

**# of records** Over 2 million household records in Australia and New Zealand

**Pricing**

Postal Rental – Base Price	From 30c per record
Telemarketing Rental - Base Price	From 34c per record
Postal & Tele Rental - Base Price	From 40c per record

Setup & Delivery includes DNCR wash for tele data \$300.00

Minimum Order 5,000 records

**Selections**

Postcode Ranges, State  
 Recency  
 Hotline (*last 3 months*)  
 Frequency (*ie 2+ purchases per year*)  
 Monetary Value (*ie spent \$150 per year*)  
 Credit Card Buyer/Purchase Method  
 Channel (*ie Online, DM, Insert, Space Ad*)  
 Gender

*Licensing and volume usage pricing available*

**Deliverability** Mail 95% Telephone 90% DPID/Barcode availability 90%  
 List owner will credit any duds over and above the deliverability guarantee

**Terms & Restrictions**

Your mail piece or tele script is to be supplied for list owner approval  
**Only available to companies outside of the mail order, catalogue and consumer merchandise sector.**  
**Overseas lotteries, sweepstake and competition mailings are also excluded from list use.**  
 List owner reserves the right to refuse usage to any third party list user or agent.  
 List not to be on-sold to any other company or used to form a directory  
 List Rental means a once-only use  
 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 5 days after payment is confirmed.

**Payment** Pre payment (unless otherwise negotiated).

### Pricing & Selections ex GST

### Anything Else I Need To Know?

### Delivery Format & Turnaround