

NATIONAL EMAIL RESPONDERS

We have been approved to exclusively release this Consumer database commercially.

Profile.....

843,632 Consumer Emails (...and 263,400 are Business Owners)

This database, one of the largest Email database in Australia, was compiled through various joint ventures with major Australian Consumer institutions, plus various 'daily deal' websites, as well as Fashion stores, Travel Centres, Property Investment and Health Clubs acquisition programmes and existing corporation Clientele.

Email addresses have been collected in a **Privacy Compliant fashion** for cross marketing, so all data elements are opt-in...Held by the List Owner, are cleaned and meet Privacy Regulations.

State breakdown:
QLD:
Male: 129,405
Female: 93,707
VIC:
Male: 145,676
Female: 101,233
NSW/ACT:
Male: 146,245
Female: 149,200
TAS:
Male: 9,356
Female: 5,981
WA:
Male: 12,438
Female: 17,177
SA:
Male: 15,610
Female: 17,603

State breakdown:
QLD: 223,112
VIC: 246,909
NSW/ACT: 295,445
TAS: 15,337
WA: 29,615
SA: 33,213

Age breakdown:
Approx..60% "over 35" & 40% "under 35"

The List Owner **must** transmit your message on your behalf and & we will provide stats on Open Rate, Click Thru Rate etc. Production costs will apply for changes to artwork/delays after approval.

*Sample of Mail Piece/Telemarketing Script/Email Creative required prior approval (please ensure opt-out provision on Email.) "We require all artwork in HTML format, anything that is not accepted by our mail client may incur further production costs to make it compliant"

Investment/Payment Terms

At \$300 set up fee, \$250 per 1000 + GST transmitted via Email, with a Minimum Order of 5,000 records in one send... Volume Discounts available for 5000 plus. Multiple usage can also be arranged at a special rate.

Here's an option for you – **“How about you only Pay for the Leads you Receive?”**

The Problem

You have limited funds. You certainly aren't sure, if you spend \$1,500 or \$2,000, how many responders you will get.

... And never mind how many 'views' or 'clicks' to your Site you get – it's *how many people* phone you or respond and give their details for *you to contact them*.

The Solution

We only charge you for the responders. Say you want 200 responders for your Campaign – with data to email or phone them.

Where are these Leads from?

Across many Consumer Email platforms, we can post your message, such as

“...Would you like to know more about Re-Financing that can save you big money?”
“...Would you like to Work from Home?”
“... Are you interested in Property Investing?”

So only those in the market respond to your specified questions.

It's fresh, it's accurate and we can send an excel file to you each week of those that responded. (Their details go through to our Production team.)

So if you budget for 200 responders in 4 weeks – then **you know** you are making money from converting them and of course, that helps the cash flow. Better than sitting there hoping you get response from an Email blast.

Implementation

You send us the Question you want answered, the geographical criteria and tell us how many leads you want over a 30 day period. We cost that out & we put the Campaign into motion. We may even get those leads in 2 weeks! ...and if you convert the usual percentage, then you know it's working better than anything else. We ask for half of the payment initially to cover the set up and listing on a myriad of Consumer Sites....the total is based on a set quantity that are delivered to you.

So you know a certain amount of responders will be delivered to you....that makes the “risk” almost negligible.
