



## THE ELUSIVE DATABASE (TED)

**3 million Australians linked by Mail, Phone & Email with 'real time' accuracy**

We have just been given permission to Nationally launch a Consumer Database that comprehensively covers the Australian audience in an unparalleled fashion.

Suffice to say, this database is really immense, up-to date, privacy compliant of course and very selectable according to age/income/home ownership to name a few selectors...and 263,400 are Business Owners.

This database, the largest Email database in Australia, is compiled through various joint ventures with major Australian Consumer institutions, plus various 'daily deal' websites, as well as Fashion stores, Travel Centre's, Consumer Preference Surveys, Property Investment and Health Clubs acquisition programmes.

**Quick Stats:** (\*over 1.1 million in total with 3 month recency)

**Yellow Table: Home Owners 25-60 yrs with H/H Income \$80K+**

**Green Table: No specific criteria**

State	Metro	Country	TOTAL
NT	1687	-	1687
NSW	20482	24866	45348
ACT	2146	-	2146
VIC	20400	14600	35000
SA	7500	2600	10100
TAS	3500	-	3500
WA	14000	4400	18400
QLD	11200	20500	31700
TOTAL	80915	66966	147881

State	Metro	Country	TOTAL
NT	10,200	-	10,200
NSW	139,000	175,000	314,000
ACT	11,400	-	11,400
VIC	142,000	101,000	243,000
SA	53,000	19,000	72,000
TAS	25,000	-	25,000
WA	82,000	29,000	111,000
QLD	79,000	155,000	234,000
TOTAL	541,400	479,000	1,020,400

### The Existing Database

**The Green Box selection:**

**MAIL & TELEMARKETING DATA**

Eight (8) fields included -

- Gender
- Full Name (First/Last)
- Address & Phone Number
- Age Range
- Income Level
- Marital Status
- Home Owner/Have a Mortgage

**PRICE = \$1.15 per record** (for multi-use)

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# ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

*The Blue Box selection:*

## MAIL, TELEMARKETING & EMAIL DATA

*Nine (9) fields included -*

- Gender
- Full Name (First/Last)
- Address & Phone Number
- Age Range
- Income Level
- Marital Status
- Home Owner/Have a Mortgage
- Email *\*transmitted by List Owner*

**PRICE = \$1.65 per record** (for multi-use)

*The Purple Box selection:*

## MAIL DATA

*Three (3) fields included -*

- Gender
- Full Name (First/Last)
- Full Address

*(Selectors of Age Range, Income Level, Marital Status & Home Ownership)*

**PRICE = \$0.45 per record** (for multi-use.)

*The Orange Box selection:*

## TELEMARKETING DATA

*Five (5) fields included -*

- Gender
- Full Name (First/Last)
- Phone Number
- Postcode
- Suburb

**PRICE = \$0.75 per record** (for multi-use.)

*The Red Box selection:*

## EMAIL DATA

*Six (6) fields included -*

- Gender
- Full Name (First/Last)
- Suburb, State & Postcode
- Email *\*all above provided to you, with the Email transmitted by List Owner*

**PRICE = \$0.60 per record** (for rental & sending of your HTML Email Creative.) *Should Production changes (artwork) be required, they shall be quoted at 'cost' price before commencement.*

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**GOLD COAST** 23 Rankin Parade Main Beach QLD 4217 \* **Tel: 07 5527 0444 Fax: 07 5676 6767**

**SYDNEY:** P O Box 36 Lane Cove 2066 **Tel: 02 9011 7731**

**Email: [admin@listbroker.com.au](mailto:admin@listbroker.com.au) Web: [www.listbroker.com.au](http://www.listbroker.com.au)**

**\*\*PLEASE NOTE\*\***

**All of the data has a Min Order of \$1,500 (incl. \$300 set up fee) plus GST**

## Specific Data Creation:

*(We also have the ability to create customized data for you)*

### MAIL, TELEMARKETING & EMAIL PACKAGE

(CPL – cost per lead)

Nine (9) fields included -

- Gender
- Full Name (First/Last)
- Full Address
- Phone Number
- Age Indication
- Income Indication
- Marital Status Indication
- Home Owner/Have a Mortgage Indication
- Email *\*can be transmitted by Client (privacy compliant.)*

*\*Indication = based on The Australian Bureau of Statistics range categories.*

**All of the above** plus **one survey question** nominated by you that can specifically target people within your qualifying criteria, such as: *“Do you have an Investment Interest?”*

Provided to you every 2 days for on-going multi-use, including email you send out.

**PRICE = \*\$15.00 per record** (e.g. 80 responders) for multi-use. May be slightly lower/higher price depending on audience. Plus set up fee of \$300 + GST. Minimum Spend \$1,500 + GST.

The policy of all Consumer Data List Owners – is **not to provide SAMPLES** of data – that’s reflected below Minimum Order value. We understand you may be hesitant about paying \*\$15 per record, but this data is right up-to-date with people actually responding within hours to your specific criteria.

### **\*\*Please Note Important Information\*\***

**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, they are cleaned and meet Privacy Regulations. For a Campaign to the existing database, the List Owner **must** transmit your message on your behalf and we will provide stats on open rates, click through rates etc. Production costs will apply for any HTML changes to artwork/delays after approval. A Sample of Mail Piece/Telemarketing Script/Email Creative is required prior to approval (please ensure opt-out provision is included within the Email.)

In the case of data provided as CPL (cost per lead) you receive the Email database to send but it’s *your responsibility* to ensure an opt-out provision (unsubscribe) is integrated into your message and to advise us should a recipient state they want no further communication.

**Phone numbers** provided from the existing database are also run through the DNC (Do Not Call Register) prior delivery to ensure Regulations are met, unless you are exempt from this requirement (e.g. Research Company/Charity etc.)

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