

National Residential Email Database

This unique National **Residential Email** database that is now available to you for a proactive marketing Campaign and also as an enhancement to your existing database of current or past Clients.

This audience is now reaching **3.6 million Individuals**, with a further 50,000 a month being added under the current Programme.

The details...

We have been working with a Multimedia Company for 2 years to create what would now be the largest Privacy Compliant Residential Email database in Australia.

This initially wasn't set up to be offered commercially, but over time we have conducted Email Campaigns to be sent to segments of this audience and the deliverability ratio and "lack of opt-outs" have proven it to be A Grade.

We now have exclusivity in a Commercial sense to work with Clients to either enhance their existing data or conduct proactive Campaigns on a Commercial Basis. Our Partner in this project is working alongside us to keep everything transparent and ensure the applications that could eventuate are achievable within their immense resources...which are also International.

Apart from Email, we have address and phones...and exact Date of Birth for over 1 million records...and for many more, year of birth...plus as self-reported Home Ownership details, almost a million ...not geo-demographically mapped, but actual.

Now the very interesting part.... apart from being all Privacy Compliant...the List Owner has checked with their Legal team and can **append email address** to your "matched" Client record with the same address and /or phone.

I daresay many on this database will be your Clients but it may not be financially viable or practical to contact them if your database varies in "completeness and useability". Now, the ability to append **current emails** to your existing database will, in many cases, save you a huge amount of money ongoing in production, processing and postage costs ...with an ability to react to market conditions and opportunities "same day".

With that in mind, we have flexibility to structure a package that best suits what you already have to build on, plus initiate a major proactive acquisition Campaign as you see fit.

Of course, we provide a Confidentiality Agreement for discussions via phone, email or face-to-face with your people to review your application possibilities. Of course, there is no-charge to review what can be achieved.

Now pricing differs with every Campaign, so please contact us with your selections & we'd be more than happy to give you a personalised quote.
