

### Australian X/Y Generation Email Prospects – over 494,000

**Your Audience:**

You know those little ads or boxes that sometimes pop up on Instagram, Facebook, Twitter or YouTube asking if you'd like to go into the draw to win prizes? And all you have to do when you participate is give them your details & note they may be passed onto 3<sup>rd</sup> parties? This is one of them. These people have listed their details (Name, Mobile, Address & Email) to go into the draw to win a range of prizes, drawn weekly with data updated weekly.

You think they are "dreamers" with no money? **They are a cross-section of Society** (...see how many people enter weekly Lotto!)

We have an exclusive arrangement with the List Owner to be also able to provide the Email data to you to transmit, so you're assured that all emails have been sent, see the deliverability rate and know exactly when transmission has occurred. **This is unique** to the Industry for Consumer data and shows a level of trust by the List Owner of their data quality. Furthermore, **as data is collected, it is cross-matched with many other sources to ensure accuracy over 90%.**

**Data Elements/Fields:**

Over 20,000 Fresh records per month. The Fields that can be included are: First, Last, Address, Suburb, State, Postcode, D.O.B, Mobile and Email.

**Pricing: RENTAL USE (one off usage)**

Volume	Mail or Tele or Email (per 1,000)	2 Elements (per 1,000)
<b>Minimum 2,000</b>	\$300	\$480
2,001-7,000	\$260	\$415
7,001-10,000	\$230	\$370
10,000-15,000	\$210	\$335
15,001-20,000	\$180	\$290
20,001+	\$160	\$255

State	Counts
ACT	1,200
NSW	145,000
NT	1,500
QLD	61,000
SA	47,000
TAS	700
WA	42,000
VIC	196,000
<b>Total</b>	<b>494,400</b>

**\*Plus \$300 set up fee + GST.** We can also send your HTML for a little extra.  
**Multi-use (frequent usage)** can be arranged depending on quantity & data elements.

**Thinking of using the database more than once?** A few seeded names are inserted into the database by the List Owner to monitor what's been sent out. If rental use is ordered & more than 1 mailer/email blasts are done, you will be liable for multi-use rate (4 times rental) effective immediately.

Please remember, this is not your database. You are only renting this from the List Owner and it does need to be kept updated after 2 uses if Multiuse since people need to have to option to opt-out & updates are also made by the List Owner to comply with the Privacy Principles and respect Individuals privacy.

**Data Guarantee:**

The Deliverability Guarantee is 90%+ based on the data being utilized within 21 days of delivery.