

The definitive... AUSTRALIAN RESIDENTIAL DIRECTORY

For the first time ever, Accountable List Brokers can provide this data for Mailing, **Emailing** & Telemarketing Campaigns. In a nutshell – this database covers over 220 million records of Residential Names... a mix of 10.6 million Landlines, 5.5 million Mobiles, 1.6 million Email Addresses and 14 million physical Addresses.

This is updated an average of 2,700 times a day, validated against the Do Not Call continually and is all Personalised (with a contact name or Initial) plus Title, for personalised mail merge.

The sheer volume of this information only enhances other sources, such as Survey Data...most people do not fill out Household Surveys and for those that do, the information they provide as to their likes/dislikes/intentions must be recently collected...so to complement the limited numbers, this Residential Database can greatly enhance your Campaign....and unlike many others, has Email and Phone Numbers on many records.

At a Glance

... Advanced search features for data matching to your database via DPID incl. selections for geo-demographic modeling for psychographic segmentation, plus geo-coding, ethnic origin, home ownership, email and 5.1 million+ with Age Range...other selections detailed as below.

... 'Consumer Demand' aka *modelled data* are based on credit enquiries. Ranging from 1-7, with 1 representing low credit demand and 7 representing high credit demand.

SELECTIONS

Age	Household Income	Property - Last Seen for Rental
Apartment Count	Length in Home	Property - Last Seen for Sale
Consumer Demand: Automotive	Local Government Area (LGA)	Property - Listed Rental Rate
Consumer Demand: Credit Card	Property - Bathrooms	Property - Listed Sale Price
Consumer Demand: Loans	Property - Bedrooms	Property - Size sqm
Consumer Demand: Mortgage	Property - Carspaces	Property - Type
Consumer Demand: Utilities	Property - Has Cellar	Region - Postcode, Suburb, State
Contact - Email, Postal, Mobile or L/line	Property - Has Cellar	Relationships
Deceased	Property - Has Heating/Cooling	Small Office - Home Office
Director at Home	Property - Has Pool	State Electoral Division
Gender - Male or Female	Property - Has Solar	Title - Mr/Mrs/Miss/Ms/Doctor
Home Owner/Renter	Property - Has Tennis Court	

State	Phone	Phone Ex DNCR	Unique Address	Address Owner	Year of Birth	Age Range	Total
ACT	146931	60774	105268	33374	48107	97689	228377
N/A	87469	38851	14443	24	6746	13229	127723
NSW	2717674	1423589	1924336	1092297	756038	1760903	4167162
NT	74204	47277	48601	14405	3250	19655	105932
QLD	1762162	776925	1262681	682888	151103	944536	2764010
SA	637801	287318	482438	259045	55598	378655	1022215
TAS	233676	108574	174462	52423	24706	166173	385181
VIC	2128575	953030	1612973	606709	899367	1350323	3291019
WA	893422	449101	665118	349558	65871	462128	1367779
TOTAL	8681914	4145010	6289590	3090390	2010660	5193120	13458960

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ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

DATA ELEMENTS/FIELDS

*Title, First/Initial, Last, Address (House or Unit,) Suburb, State, Post, Phone (Landline or Mobile) & Email.

SINGLE USE (one off usage of the database)... \$300 set up fee plus:

	One Data Element	Two Data Elements	Three Data Elements
Quantity	Mail or Email or Tele (per 1,000)	Mail or Email & Tele (per 1,000)	Mail & Email & Tele (per 1,000)
0-2,000 (Min)	\$280	\$350	\$400
2,001-7,000	\$270	\$340	\$390
7,001-10,000	\$260	\$330	\$380
10,001-15,000	\$250	\$320	\$370
15,001-20,000	\$240	\$310	\$360
20,001-30,000	\$220	\$290	\$340
30,001-50,000	\$210	\$280	\$330
50,001-70,000	\$200	\$270	\$320
70,001+	\$180	\$250	\$310

MULTI-USE (12 month frequent usage) maximum twice a month: \$300 set up fee plus:

	One Data Element	Two Data Elements	Three Data Elements
Volume	Mail or Email or Tele (per 1,000)	Mail or Email & Tele (per 1,000)	Email, Mail & Tele (per 1,000)
0-2,000 (min.)	\$340	\$420	\$470
2,001-7,000	\$330	\$400	\$450
7,001-10,000	\$320	\$390	\$440
10,001-15,000	\$310	\$380	\$430
15,001-20,000	\$300	\$370	\$420
20,001-30,000	\$290	\$360	\$410
30,001-50,000	\$280	\$350	\$400
50,001-70,000	\$270	\$340	\$390
70,001+	\$260	\$330	\$380

All plus GST.

Over 100,000 special contract rate, depending on quantity.

The Phone Numbers are already washed through the Do Not Call Register. If you are exempt from this (Charity/Research/Government Department) all Phone No's can be provided.

If you have your own database & not wish to double up on getting the same contacts, we'll de-dupe it via DPID, Phone, Address or Email. (Usually free of charge but if your database is quite large, there will be a fee.) We can match your categories of Mosaic or Helix Persona types if required and add Phone Numbers or Emails to your existing database plus provide data with G-NAF geocoded reference too...ask us for a quote.

Data Guarantee... 95%+ with Mailing data, 90%+ with Phone data & 85%+ with Email data. *This is based on the data being utilized within 21 days of delivery....particularly with Phone No's to comply with DNC Regulations. In some cases the researched or self-reported specific information may have changed so we can't guarantee all data may reflect their current situation....in that case, we will resupply additional data, not offer monetary refunds. We may require a sample of what you are sending initially to gain List Owner approval for Privacy Purposes.

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