

BehaviourBase

BehaviourBase is unique in that it is constructed from information captured from in-product questionnaires and satisfaction surveys dispensed to consumers who have purchased a variety of high-ticket products and services. Through partnership survey programmes with many market-leading organisations, invaluable lifestyle and demographic information has been collected. The variety of data collection channels means that you are able to reach and elicit responses from consumers who may not consider completing a mailed survey.

By April 2007, its estimated over 500,000 individual survey responses will have been generated. The surveys are in constant distribution and respondents provide detailed responses about their lifestyle and purchasing behaviour.

BehaviourBase supports a wide range of different applications across a host of industry sectors, for example:

- Identifying individuals who are receptive to buying through mail order to assist catalogue companies to reach this direct-responsive segment, thus improving sales
- Enabling magazine publishers to grow subscriptions profitably, by targeting individuals whose lifestyle interests reflect the content of the magazine
- Targeting wealthy individuals who have interests in stocks and shares, and savings and investment plans
- Helping charities to reach individuals with a genuine concern in the area in which they are active, to develop and grow their donor base
- Providing credit card companies with the opportunity to target actively purchasing individuals to ensure you reach financially active, quality audience.

The file is refreshed monthly with new survey respondents, which means that fresh prospects are being made available regularly for your ongoing campaigns. BehaviourBase is also washed against the Nation Change of Address file, ADMA's Do Not Contact and Acxiom's Deceased file.

::Quantity	275000
::Selections	State Postcode CCD Core Demographics Occupation Lifestyles Home Shopping Mail Order Automotive Charitable Concerns Household income Bands In The Home Finance & Investments

::Pricing

Rental	Mailing: \$350.00 per 1000 records Telemarketing Data: \$400.00 per 1000 records Mailing and telemarketing data: \$500.00 per 1000 records
Set Up Fee	\$250
Delivery Fee	\$25.00

::Minimum Order 1500 records

::Deliverability 95%

::Lead Time 2 - 3 days

::Notes

Selections:

Core Demographics

Age, Gender, Marital Status, Number of Children, Age of Children, Family Size.

Standard Demographics & Lifestyle Selections

Occupation

Director, Senior Management, Professional, Education, Public Sector, Clerical/Office, Manual/Factory, Trade Worker, Home Duties, Services (eg. Police, Army), Farming/Agriculture, Retired, Student, Self Employed

Lifestyles

Bushwalking/hiking, Charity, Current affairs, Eating out, Exercise/active sports, Finance & investments, Further education, Music/concerts, Theatre/culture/arts, Home improvements/DIY, Travel, Movies/videos/dvd's, Home computing/games, Golf, Wine, Reading, Health/diet, Fashion/clothes

Home Shopping Mail Order

Purchased goods by post/mail order, Over the internet

Automotive

Car owners, Car types, Family Saloon, 4WD/SUV, Hatchback, Sports car, Luxury (eg Mercedes, BMW), utility vehicles, Month of insurance renewal

Charitable Concerns

Animal welfare, Cancer research, Disabled, Environment, Homeless, Mental health, Third world causes, Blind/deaf, Children's charities, Disaster relief, Medical research, Human rights, The elderly, Wildlife

Finance & Property Selections

Household Income Bands

Up to \$10,000, \$10,000-\$20,000, \$20,000-\$30,000, \$30,000-\$40,000, \$40,000-\$60,000, \$60,000-\$80,000, \$80,000-\$100,000, \$100,000-\$150,000, \$150,000+

In The Home

Home ownership status, Length of residency, Month of insurance renewal, Satellite/cable TV, Broadband internet, Market value

Finance & Investments

Shares, Home Loan, Self managed superannuation, Investment property, Funeral plan, Term Deposit, Credit card, Store card, Frequent flyer card

Rental

Mailing \$350.00 per 1000 records

Telemarketing data \$400.00 per 1000 records

Mailing and Telemarketing data \$500.00 per 1000 records

Extra Selection Costs;

Base rental from \$350.00 per 1000 records (includes up to 3 "core" demographic selects) eg. The cost to rent 5000 records comprising of males, aged 45+ with an interest in wine.

Standard demographic and lifestyle selection each @\$15.00 per 1000 records

Finance & Property Selections each \$50.00 per 1000 records

Append DPID \$10.00 per 1000 records

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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