

Greetings Direct

Greetings Direct is the largest supplier of greetings cards by mail order, through their 'Cards for all Occasions' brand. The company sells cards for a wide variety of occasions including birthday, Christmas, wedding, congratulations, good luck, new baby and many more.

The customers buy the cards on a continuity basis, receiving them monthly, benefiting from considerable savings compared to purchasing them in the newsagent or shops. Customers are very loyal, with a high percentage being multi-buyers with an average order value of \$80.00.

Customers are recruited through traditional direct marketing methods with emphasis on addressed direct mail, but also through package inserts and media inserts, making them very receptive to direct marketing promotions.

Results show that 99% of the file is female, with 72% being married and 78% being homeowners. With regard to age, 52% of the file fall into the 35-54 year old age band, with a further 38% being aged 55+. Profiling indicates that 53% earn over \$40,000 pa, 24% are housewives and 45% have children at home. There is a higher than average credit card ownership of 70%.

These customers enjoy the following; sewing/needlecraft, gardening, reading, crosswords, prize draws, pets and donating to charities. They are regular mail order buyers, with 43% buying by mail 6+ times a year.

This file is updated quarterly. It should work well for a wide variety of mailers and in particular for clothing, financial, book and general gift related catalogues.

::Quantity 56064

::Selections State
Postcode
Gender
Recency

::Pricing

Rental Mailing: \$295 per 1000 records
Set Up Fee \$300
Delivery Fee \$25

::Minimum Order 5000

::Deliverability 95%

::Lead Time 3 working days

::Notes

This list is sourced from good, paid & cancelled customers and inquirers.

::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.

The List Group - Direct Marketing List Management & Brokerage

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