

Fusion

Fusion List is a large volume and fresh source of direct responsive consumers who have bought products via direct marketing channels. Transactional data is generated by mail, catalogues, print ads, inserts, telephone, and internet orders.

Fusion is an anonymous data pool of active direct marketers in the mail order, merchandise and catalogue sector. Fusion list consists of actual transactions by consumers who have responded and bought via direct mail and Australian households that are known responders to direct marketing offers.

Total monetary spend for the database is in excess of AU\$170 million. Total spend for the last 12 months is in excess of AU\$60 million. 60% reside in a capital city, with a further 20% of records in large regional cities. Over 60% of records maintain telephone numbers also. 36% of records have purchased during the last 12 months. 25% are known multiple buyers of products through DM. 30% are known credit card purchasers. 11% have purchased products through online channels. 60% of records are female, 25% are male.

::Quantity 1mil + households

::Selections Recency
Hotline
Frequency
Monetary value
Credit card Buyer/ Purchase Method
Channel (i.e. Online, DM, Insert, Space Ad)

::Pricing

Rental Mailing: \$400 per 1000 records
Telemarketing: \$340 per 1000 records

Set Up Fee \$300.00

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95% mail, 90% Telephone, 90% DPIDs/Barcoding availability

::Lead Time 3-5 days

::Notes

Additional Charges per 1000 records;

Geographic selections:

Postcode ranges/state - No Charge

Metro, regional centres/rural - No Charge

Detailed/Specific postcodes - \$5

DPID's & Barcodes - \$5

R-F-M & Mail Order selections:

Recency (i.e. last 12 month records) - \$15

Hotline (last 3 months) - \$25

Frequency (i.e. 2+ purchases p.a.) - \$15

Monetary Value (i.e. \$150 spent p.a.) - \$15

Credit Card Buyer / Purchase method - \$25

Channel (i.e. On-line, DM, Insert, Space Ad) - \$15

Gender - \$10

Pricing quoted on Application;

- Volume usage/pricing

- Multiple use

- Annual licensing - unlimited use

- Customer file verification

- Customer View data overlays/enhancements

- Data delivery time estimated at 3-5 business days and is dependent on order complexity, customer history with and provision and approval of a mail piece/offer for list use.

- Specific and customised counts available on request

Available to companies outside of the mail order, catalogue and consumer merchandise sector.

Overseas lotteries, sweepstake and competition mailings and also excluded from list use.

Data is available at a premium rate for sector exclusivity on a first come first serve basis - enquire for availability and prices for your industry sector.

Data refreshes and new records are added to the data pool quarterly.

Privacy suppressions are updated on a monthly basis.

All data is privacy compliant for third party offers in accordance with the Australian Privacy Act and NPPs.

All data is washed against the ADMA Do Not Contact Register and our internal suppression records prior to shipment.

Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.

::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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