



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

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Baby Gift Pack

The Baby Gift Pack list is currently growing at a rate of 5000 records per month and is updated daily. The list contains the names and details of new mothers who have responded to a targeted sample pack offer nationally. Mums collect their Baby Gift Packs from a leading national retailer when their baby is between 2 and 4 months old.

Approximately 47% are first time mothers who are more likely to respond to new products, services and ideas. The newborn child and siblings dates of birth are captured and the age range is 2 months to 10 years.

The list is 100% personalised with titles and 95% of the records have telephone numbers.

LIST DETAILS	
Quantity	150,000
Selections	State Postcode Random/Nth Flagging Recency of response Childrens date of birth Gender of Child First time Mothers
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Terms & Conditions	<p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

The List Group - Direct Marketing List Management & Brokerage

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