



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

EmailCash

This list is Australia's fastest growing and largest permission based email list. There are over 400,000 active members and each has given their express permission to be sent email messages relevant to their profiles for cash and other rewards. Web partners range from telecommunications, ISPs, magazines, gift and toy retailers and many restaurants.

A recent snap survey indicated that 50.94% of members that responded have shopped on line, 34.75% used the internet for daily transactions such as trading, banking or purchasing.

The list owner offers a full range of marketing solutions especially designed for business in Australia. Using the power of technology and a unique program for both traditional and online businesses, this list has now become the country's largest and fastest growing online community. Marketing solutions include; direct marketing via email, awareness advertising via the web and email, research tools, performance based advertising and retail rewards programs.

Marketers can select across a range of demographic filters to ensure precision marketing ranging from selections such as; interest, occupation, industry groups and then further segmented by gender, age group, household income, postcode. Almost every email address is correct because members get rewarded for the participation therefore they submit accurate information.

The list owner is so confident in their product that they guarantee a click through rate of 25%. If a campaign does not produce a 25% click-through rate within 30 days of mailing, EmailCash will re-broadcast the campaign free of charge to all of, or a section of, those members who until that point have not clicked through. The list owner is an ADMA member and all information is gathered with the members strict consent and within ADMA's privacy code

LIST DETAILS	
Quantity	400,000
Selections	Business to Consumer States Postcode Gender Age Groups Interests Business to Business Occupation Job Title
PRICING	
Minimum Order	4,200
Deliverability	25%

The List Group - Direct Marketing List Management & Brokerage

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Lead Time	3 days
Notes	<p>Selections:</p> <p>Age Groups; Under 20, 20 - 30, 30 - 40, 40 - 50, 50 - 60, over 60.</p> <p>Household income; Less than 10,000, \$10,000 - 19,999, \$20,000 - 39999, \$40,000 - 59,000, \$60,000 - 79,000, \$80,000 - 99,000, \$100,000+</p> <p>Interests; Computers, travel, food & wine, IT/Telecomm, health, entertainment, books/education, finance, automotive, office/stationery, fashion, job search, sports, toys, home improvement, garden, computer, consumer electronics, property investment, business.</p> <p>Business to Business:</p> <p>Occupation; Accounting/finance, agriculture, architecture/design, communications, construction, education, engineering, entertainment, fashion, food & wine, health, homemaker, hospitality, IT, law, manufacturing, marketing, mining, property services, retail, retired, students, travel, unemployed, other</p> <p>Job Title; Analyst/consultant, manual labourer, business development manger, marketing director (sales, PR & Adv), CEO/Chairman, marketing/sales executive, company secretary, office assistant, editor/journalist/writer, purchasing manager, engineer student, finance controller/finance director, technical/IT manager, general manager/director, technician/tradesman, human resources/decision maker, web designer/programmer</p>
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>

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