



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

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Boom Town 50 Plus

BoomTown 50+ is a dynamic new segmentation, targeting and communications system dedicated to 50+ Australians. Anything but homogenous, the 50+ are cashed up, defiantly youthful consumers who represent Australia's only growing demographic.

This product was built using a wide range of self-reported data from consumers aged 50+, particularly relating to their health & mobility. The product can assist in acquisition and also for adding granularity and insight to an existing database.

With over 3 million records available the database has been split into 10 unique segments rich in attitudinal, behavioural and lifestyle data - offering a level of insight & accessibility not seen before on this scale

LIST DETAILS	
Quantity	3,000,000
Selections	Age BoomTown Segments Gender Postcode State
PRICING	
Deliverability	95%
Lead Time	3 working days
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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