



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

WRM Media Over 50's

WRM-Media provides access to an international email and postal database with over 31 million records. Our premium quality data is collected from Who-Remembers-Me.com; wrm-surveys.com; wrm-dating.com. All members provide a positive opt-in to receive third party advertising by post and email.

With offices in the UK and Australia, we are accredited members of the ADMA, IABA & AIMIA and deliver best practice campaigns.

Behavioural eDM classification and CAMEO geo-demographic segmentation allows a high level of targeting. The comprehensive behavioural history available allows us to identify the members most likely to respond to your campaign through email or postal channels. Members also provide date of birth and gender.

We do not incentive our members to open or click on emails. Our sophisticated proprietary email broadcasting platform guarantees exceptional levels of deliverability, along with detailed open and click reporting to monitor campaign success. We are Sender Score Certified and White Listed with all major email providers

Strategic campaign methodologies and optimisation ensure ROI is maximised. Post campaign response analysis provides additional insight.

The database is currently growing by 30-50,000 records per month in AU alone. Fresh, actionable data is key to the continued success of our clients campaigns.

Our key objective is to provide you with outstanding ROI delivered in conjunction with excellent services levels.

LIST DETAILS	
Quantity	163,510
Selections	Geo-Dem Selects Gender Age Geographic Recency
PRICING	
Deliverability	95%
Lead Time	3 working days

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>



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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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