



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Innovations

Innovations is one of the leading mail order companies in Australia. The Innovations Home Shopping Catalogue now boasts almost 1.7 million active and inactive buyers in Australia and New Zealand.

Innovations Home Shopping Catalogue is renowned for the quality and variety of its merchandise. Buyers are able to buy an assortment of goods ranging from tool kits, female beauty products, men's and women's clothing to home office and security items.

The file is made up of;

Active - Buyers currently part of the Innovations active mailing campaign of eight mailing per year. The majority of customers have purchased within the last 12 months with an absolute maximum of 24 months.

The proportion of female customers has increased as a result of the considerable success of the introduction of female apparel and soft furnishings into the product range plus the integration of Morley House customers into the file. Currently the ratio is; Female 57.9% and Male 42.1%

A majority of records are personalised and include title eg Mr, Mrs.

LIST DETAILS	
Quantity	1400000 (AUS) 350000 (NZ)
Selections	State Postcode Random Select Gender Actives Recency Frequency Value of Product Product Class/Dollars Spent/ C/card
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	List owner does not provide data for charities of lotteries. 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.

The List Group - Direct Marketing List Management & Brokerage

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<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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