



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Infobase Consumer

Infobase is a comprehensive national list covering over 6 million households and more than 12 million individuals and built to the highest privacy standards. Drawn from multiple public domain data sources, real property and enhanced by lifestyle surveys and more, InfoBase is constantly updated to reflect people's changing profiles. It's a unique combination of a wide range of sources all blended together that gives you the extra knowledge and power you need to target prospective customers cost effectively.

To maintain its level of currency, accuracy and minimal return mail rates, InfoBase is run through Australia Post's Change Address program.

InfoBase can be segmented by the following categories;

InfoBase Pre-Movers List;

The ability to identify households before they move is immensely valuable to marketers - both for selling additional products and services, as well as protecting existing customer relationships. Prior to a move, customer loyalty is weakened, providing a unique, time-sensitive opportunity for new providers to sell their products. Consumers are more open to exploring new services and relationships as they change neighbourhoods. You not only want to find these new opportunities, you want to keep others from stealing your customers during their pre-move stage.

Young Families;

Young families provide many great opportunities for today's marketers. These active families are buying their first homes, establishing their careers, raising children, saving for their children's education and planning holidays.

Working Mothers;

These active women are trying to balance a career, family life and personal fulfilment. They are looking for ways to make life a little easier, either with services to assist in daily life or items that focus on convenience.

Empty Nesters;

With the kids growing up and preparing to leave home, empty nesters are focusing more on themselves and reconsidering financial priorities. Since many no longer have financial dependents, they may now be able to afford to travel and since they need less living space, they may be considering downsizing their home. The main priority is to maximise the returns on existing assets and to plan for retirement.

Directors & Executives @ Home;

Company directors have an above personal income and enjoy many other benefits as a result of their business activities. Company Directors @ Home should prove responsive for financial and investment opportunities, holiday and mail order offers, motor cars, luxury goods, charities and leisure activities.

Affluent Home Owners;

The affluent home owner provides tremendous opportunities to today's marketers. These households have above average income, greater buying needs and increased buyer power.

Property investors;

Not all home owners are likely candidate to purchase home equity loans. Specific financial needs (college tuition, home improvements and other major purchases) often drive the buying behaviour of these households. Using

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InfoBase Real Property data, individuals with significant potential home equity can be readily targeted.

Direct Response Multi buyers;

Multi Buyers - those consumers who have proven to respond to several DM offers tend to have a higher lifetime value and a higher average order size than unique names. These people are more likely to respond to future offers if they have responded to several in the past. Offers they have responded to have been mail order purchases, coupon redemptions, competitions, magazine inserts to name a few.

LIST DETAILS	
Quantity	12 mil
Selections	State Postcode CCD Categories
PRICING	
Deliverability	95%
Lead Time	5 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.
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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