



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

SMSPup

Since 2001, SMSPup has created, grown and maintained its position as Australia's most popular free SMS service. All members of SMSPup have given their express permission to send relevant online surveys, emails and SMS promotions to them in exchange for SMSPup points, that members can use to access an evolving list of free web-to-mobile services and rewards.

SMSPup is popular with professionals, the technically minded, academics, blue collar workers and students, but its best known within the advertising industry for its very large, very active, generation X and Y database representation.

The member base is healthily represented across socioeconomic, demographic, and geographic segments and boasts an average response rate of 30% from campaign send.

SMSPup's unique incentive program, appeals to an audience that is not typically attracted to other online reward programs, making it an essential media component for all, well represented eDM campaigns and online research projects.

Approximately 85% of the file has permission to SMS.

LIST DETAILS	
Quantity	297,450
Selections	State Postcode Age Gender Income Level Occupation Employment industry Segment Parents/Guardian No. of Home Occupants Car owners Credit Card Owners Dog and Cat Owners Online Shoppers Mobile Phone Type Mobile Phone Carrier Interests
PRICING	
Minimum Order	5,000
Deliverability	95%

The List Group - Direct Marketing List Management & Brokerage

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<https://www.thelistgroup.com.au>



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Lead Time	15 days
Notes	<p>Interests (General): Alternative Health, Beauty Products, Business Opportunity/Franchises, Charities/Donations, Children's Products/Toys, Competitions, Computers, Cooking, Education/Training, Employment Services, Fashion/Clothing, Fine Art/Galleries/Museums, Gardening Products, Health & Fitness, Interiors/Decorating, Internet Access Plans, Investing: Property, Investing: Stockmarket, Medical/Health Insurance, Mobile Handsets, Online Shopping, Personal Banking and Finance, Pet Care, Photography, Renocation/Home Improvement, Superannuation, Travel: Family Holidays, travel: Short Breaks, Travel: Internation, Wine Collecting</p> <p>Interests (Entertainment): Arts & Crafts, Bars & Restaurants, Books & Magazines, Camping, Cars/Motoring, Clubbing/Pubs, Concerts/Theatre, Cycling, Dating & Singles events, DVD's/Videos, Movies, Music, Performing Arts, Sport: AFL, Sport: Basketball, Sport: Cricket, Sport: Golf, Sport: Rugby, Sport: Soccer, Sport: Tennis, Sport: General, TV, Video Games</p> <p>Advertising Opportunities permission base direct email campaigns Permission based direct SMS campaigns Banner advertising (CPM) 468x60, 150x400, expandable Banner advertising (CPC) 468x60, 150x400, expandable Banners can also be targeted by demographic profiles</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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