



CLEARANCE PRODUCT BUYERS

Volume

Australia – 21,500 Prospects

Sourced

Online Clearance Store

Customer Profile

These customers have purchased quality products on clearance sale. Brands include Polo, Hugo Boss, Victoria's Secret, Coco Chanel and Calvin Klein as well as everyday items. Product categories include Health & Beauty, Sports, House & Garden, Technology and fragrances. The file is predominately (60%) female buyers.

Through profiling the database we have ascertained the following:-

Suburban / Blue Collar Families

66% Metro

Medium HH Income Levels

Household Composition - Older Families

60% - 5 years plus residency

70% - Live in a House (not units/apartments)

Purchase History

90% pay via their credit card and/or PayPal. Dollar spend ranging from \$45 - \$200, the current dollar spend average being \$67-00.

Targeting Attributes

Gender, State, Recency & Postcode.

Marketing Channels

Postal

Investment

\$330-00 / '000 - Postal
\$375-00 Flat set up fee

+ 10% GST for Australian customers
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