



Volume

Australia – 1,500,000 Companies

Sourced

Compiled

Database Overview

Offering both a high volume of available prospects and a wide range of sophisticated segmentation variables to facilitate highly targeted, effective marketing campaigns. With unique and dynamic proprietary data sources to continuously validate the accuracy and currency of our commercial prospects.

Armed with dynamic and accurate data, your prospect and customer marketing communications can be targeted using geographical, business and industry sector variables.

Commercial ProspectPlus enables you to gain access to the following unique prospects: -

- 892,000 SOHOs (Small Office/Home Office)
- 623,000 SMEs (Small- Medium Enterprises)
- 185,000 other unique prospects

Targeting Attributes

ANSIC / Industry, SDM & Employee size.

Marketing Channels

Postal and Telemarketing

Investment

Personalised Data

\$300-00 / '000 Postal Data

\$390-00 / '000 Telemarketing Data

\$400-00 / '000 Postal & Telemarketing Data

\$350-00 flat set up fee

Non-personalised Data

20% off base CPM rates

12 Months un-limited usage - base CPM rate x 2.5

+ 10% GST for Australian customers

[Terms and Conditions](#)

