



Volume  
Sourced  
Customer Profile

Australia – 200,000 prospects

Mail order, Inserts & Off-the Page

The typical Damart customers has a high disposable income, is mail order responsive and 65% of the customers are female.

**Active Customers:** - Majority of these customers have purchased via credit cards and the list owner mails the active file at least 8 times per annum.

**In-active Customers:** - These are customers who are mailed by Damart at least 4 times per annum. They have purchased in the last 24 to 48 months.

Purchase History

Products purchased span thermolactyl outer and underwear for women, men and children, women's fashion apparel, women's footwear, and women's lingerie.

Targeting Attributes

Gender, state and recency.

Marketing Channels

Postal

Investment

\$350-00 / '000 Active  
\$250-00 / '000 Inactive  
\$350-00 set up fee

+ 10% GST for Australian customers  
[Terms and Conditions](#)

