



## DANOZ DIRECT

Volume

Australia – 400,000 + prospects

Sourced

DRTV & Mail order

Customer Profile

Ratio 70% female 30% male and a very loyal customer base, the majority being 45 years plus. Very familiar with direct mail acquisitions as this list is the basis for many successful campaigns and seeing significant roll outs for many different offers including: - finance, subscriptions, continuity, charity and publishing. Using modelling techniques we can ascertain the following profile for the customer base: -

**Age Range (Majority) - 35 - 64 years**

**Average Household Income (AUD) - \$52,000 - \$130,000 pa**

**Household Composition - Older Families**

**89% - Owner Occupied**

**41% - 5 years plus residency**

Purchase History

Over 90% pay via their credit card. Easy automatic credit card payments are offered to customers spending over \$150 (in just 3 - 4 easy instalments), approx. 30% take up this payment option. Dollar spend ranges from \$65 - \$1000 and between March 2015 - October 2015 the average spend being \$211-00. Approximately 15,000 new customers being added on a monthly basis.

Targeting Attributes

Gender, State, Recency, Payment Method, Multi Purchasers, Dollar Spend, Postcode inclusion or exclusion (Postcodes required in listed .txt notepad format) & product purchased Categories: -

- Kitchen
- Health and Beauty
- Fitness
- Home-ware
- General Merchandise

Marketing Channels

Postal, Insert space & Lead Generation

Investment

\$340-00 / '000 Postal

\$375-00 Flat set up fee

Lead Generation - contact us to discuss

Net Name Arrangement - contact us to discuss

+ 10% GST for Australian customers

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