



GARDENPOST

Volume

New Zealand – 200,000 prospects

Sourced

Mail order

Customer Profile

Over the past ten years GardenPost (formally known as Kaydees Garden-Post) has established a customer list of 30,000 enthusiastic gardeners, of which 8,000 have ordered in the past year. GardenPost have a range of both male and female customers, predominately elderly women who own their own homes.

Purchase History

GardenPost specialise in garden Plants, Gifts and hardware. They offer their clients free gardening information online as well as a subscription to their online gardening club. GardenPost is by far the largest garden mail order company in New Zealand. They buy directly from the growers and in peak season process hundreds of orders each day.

Targeting Attributes

Gender, State, recency, payment method (i.e.: - credit card holders)

Marketing Channels

Postal

Investment

\$350-00 / '000
\$350-00 set up fee

+ 10% GST for Australian customers
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