



GLOBAL SHOP DIRECT

Volume

Australia – 390,000 + prospects

Sourced

DRTV & Off-the-page

Customer Profile

Global Shop Direct customers are impulse buyers who are motivated to invest in making their lives more comfortable. They don't mind treating themselves or their families to the latest and greatest household, fitness or personal health products. A constant string of hit products in diverse categories combined with incredible reach through DRTV has resulted in a file of some of the most shopping savvy prospects available. By profiling the 0 - 12 Mths buyers we gained further in-sight about the typical Global Shop Direct customer: -

Household Income: - 52% \$52,000 + PA

Age Band: - 34 yrs. – 64 yrs.

Disposable Income: - Medium – High

Metro / Rural Split: - 70% Metro

Home Owners: - 85% Own

Length of Residency: - 80% 3 yrs. plus

Purchase History

These are high value consumers with an average dollar spend of \$150-00 over the last 12 months. Almost all customers have paid using a credit card with 50% ordering online and 50% by phone buying "As Seen On TV" brands which include Cardio Twister, Genie Bra, Snuggie, Tower 200 and Wow Containers.

Targeting Attributes

Gender, State, Recency, Product Purchase Categories and Hotline Customers.

Marketing Channels

Postal

Investment

\$300-00 / '000

\$330-00 / '000 Hotline (0 - 3 Mths)

Additional

\$10-00 / '000 Gender

\$20-00 / '000 State

\$300-00 set up fee

+ 10% GST for Australian customers

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