



Volume

Australia - 6,900,000 prospects

Sourced

Multi-sourced dynamic data, including unique validation from Veda Advantage Australian credit bureau data and public information.

Database Overview

Insightful & Predictive Data Resources:-

This file offers 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 consumer prospects, as well as maintaining a very accurate change of address file to minimize dead mail.

Inivio contains accurate contact data and powerful segmentation information on consumers' geo-demographic, credit and risk profiles. Now you can precisely target your prospect and customer marketing campaigns to become more cost-effective.

Inivio can assist you:-

- increase your response rates
- decrease your customer acquisition costs
- bring new customers into profit sooner
- isolate niche markets
- maximise your customer profitability

Targeting Attributes

Premium Financial & Demographic

- **Age Bands** - A predicted demographic variable that classifies each person into an age band.
- **GeoRisk** - Predicts the relative credit risk of people living in a given neighbourhood based on the aggregated and depersonalised credit data of the individuals living in that neighbourhood. Neighbourhoods are ranked between 1 (high risk) and 10 (low risk).
- **Household Composition** - Classifies the family structure of each household.
- **LandScape** - A geo-demographic segmentation system that subdivides the population into clusters of similar individuals based on life stage, family structure, education, household income and wealth characteristics of the population.
- **Length of Residency** - Provides an estimate of how long a household has been in residence at the same address.
- **Prophe\$y** - Forecasts the relative demand, in a given neighbourhood, for various credit products. It provides separate forecasts for personal loans, credit cards, and mortgages. Demand is ranked between 1 (lowest demand) and 10 (highest demand).

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ADMA
CODE COMPLIANT



Targeting Attributes

INIVIO

Standard Demographic

Density Indicator - Provides an indication of the household density of a neighbourhood.

Disposable Income - Shows the relative average household purchasing power of a neighbourhood, by ranking it on a scale of 1 (low) to 10 (high).

Dwelling Type - Returns a definition of the dwelling type of an address (e.g. separate dwelling, duplex, or whether it is low medium or high density housing).

Employment Indicator - A measure of the unemployment rate for each Census Collection District (CCD).

Gender - Classifies each person by gender.

Household Income - A measure of relative income for households.

Metro Rural - An area level classification of the urban area description for each CCD in Australia.

Owner/Tenant Indicator - Indicates the likely ownership status of a residence for each Australian house hold.

Property Value Index - Provides a relative measure of median house and land value for neighbourhoods throughout Australia, except for Tasmania and the Northern Territory.

Rental Indicator - Provides an indication of the rental rate of a neighbourhood.

Standard Geographic

Geography - State, Postcode, Metro/Rural Splits, Radius from Postcode

**A CCD is a Census Collection District, and typically comprises 200-250 households. Street Segment is a more granular geographic breakdown, developed by VSG, and typically comprises 10-25 households.*

Postal

From \$300-00 / '000

\$350-00 set up fee

+ 10% GST for Australian customers

[Terms and Conditions](#)

The cost per thousand rates include all selection criteria/s, whether you choose one selection or multiple.

Marketing Channels

Investment