



Volume

Australia – 200,000 prospects

Sourced

Mail order, Inserts & Off-the Page

Customer Profile

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

Purchase History

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 with the inactive file (24mths recency) being mailed at least four times per annum. Products purchased span home wares, apparel, gardening, health and beauty as well as general merchandise.

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

The database is not available to competitive merchandisers, fundraisers and sweepstake promoters

Targeting Attributes

Gender, state, recency, payment method, dollar spend and product class.

Product Class selections: -

Female Beauty Products, Cleaning Products, Music/Entertainment, Bedding, Car Accessories, Decor - Interiors, Soft Furnishing, Furniture - Home Office-Filing Cabinets, Gym and Sporting Equipment, Handyman, Jewelry, Kitchenware, Clothing - Females/Male (excluding EziBuy), Outdoors - Home, Solar lights etc., Travel - Luggage, Pet Care, Security, Home Office, Children, Electronics and Footwear.

Marketing Channels

Postal & Inserts

Investment

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

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

