



Volume  
Sourced  
Database Overview

Targeting Attributes

Marketing Channels

Investment

## RETAIL REWARD MEMBERS

Australia – 98,000 Highly Active Prospects

Membership Database

These savvy consumers have joined LuckyBuys Reward - a reward points based customer loyalty program which has been used by over 640,000 cardholders in 1,250 stores throughout Australia (predominately Rural areas) in the past 14yrs.

By doing everyday shopping at participating stores, Members earn valuable reward points. When Members have collected 50 points at an individual store, you are eligible to receive a gift voucher from that store. This means Members will receive more rewards more often and without having to spend thousands of dollars.

Every time Members shop with the Membership card, they earn points and are automatically entered into the regular Major Prize Draw for a chance to win cars and holidays. The more they shop, the more chances they have of winning! **Customer loyalty** being the driving force with LuckyBuys Reward Members.

Aged (DOB provided), Recency of Last Purchase, State, Postcode and Gender.

Postal

\$330-00 / '000 Base Mailing Data  
\$375-00 Set up & establishment fee  
+ 10% GST for Australian customers  
[Terms and Conditions](#)

### Partnership Offer

The list owner is open to co-branding for clients offering Unique & Exclusive offers to the database, that is an offer that can't be obtained elsewhere by the general public.

### How Does It Work

We will provide the Membership Logo which can be utilized along-side a clause e.g. - "**Special Partnership Offer Enclosed**" on the outer envelope. By co-branding this will increase the chances of your offer being read and accepted well.

