



Volume

Australia - 670,000 prospects

Sourced

Direct Mail & Lifestyle Data Combined

Database Overview

The Ultimate Responders file brings you a new and unique blend of *actual* mail order buyers *combined* with real lifestyle interests. This file offers high volumes, pure purchase information and targeting ability never seen before in one database.

Targeting Attributes

With over 60 variables including: -
Gender, State, Postcode, Recency, Purchase Frequency, Dollar Value, Age, Household Information, Family Composition, Charity Types, Leisure Interests – purchased and surveyed information, Pet Ownership, Credit Card Holders, Occupation, Internet Access, Presence of Pool, Length of Residency....

Marketing Channels

There are literally hundreds of selections available. Contact us today via our '[I'm Ready](#)' web page and we will review your brief and source you the '**ideal prospects**' within this file.

Investment

Postal & telemarketing

\$385-00 / '000 Postal Data

\$350-00 set up fee

Telemarketing - POA

The set-up fee includes all selection variable

+ 10% GST for Australian customers

[Terms and Conditions](#)

