



Volume  
Sourced  
Database Overview

## UPSIDE DIGITAL

Australia - 1,000,000 + prospects

Digital Platforms / On-Line Membership Surveys

Upside Digital currently has over 1,000,000 unique subscribers and a reach of up to 1.8 million opted in subscribers through the partner network. All subscribers are profiled and have Opted-In to receive promotional material and marketing opportunities.

Upside Digital is Australia's newest consumer email list. Collected through their network of sites - Free Giveaway, Property Academy, Business Academy, Bargain Giveaways & Recommended Opportunities. With in-excess of 40,000 new members per month across all databases this file offers highly targeted and relevant communication to non-incentivised profiled opted-in members.

- Over 30 demographic profiles
- Over 120 interest groups
- Strong Female Skew
- Strong 25-55 year old age group
- Strong representation in the 'principle grocery buyer' category

Being non-incentivised, and depending on the campaign we are seeing open rates of 15-20% regularly.

Targeting Attributes

State, Age, Gender, Occupation, Home Owners & Renters, Holiday & Travel, Personal Income, Insurance and Investment, Lifestyle Interests

Marketing Channels

EDM

Investment

POA – All offers

CPM & CPL campaigns are available. To provide accurate campaign estimates we will need to view the full offer.

\$400-00 set up, establishment & broadcast fee

+ 10% GST for Australian customers

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