

Datacard

List: TRANSCAPE
Datacard: C-116
Quantity: 1,327,576 Households



List Description:

Transcape is a transaction based consumer data product, comprised of the combined transactional information from eight of the largest direct response organisations in Australia. The resulting database is not only fully de-duped at a household level, but which also contains the combined transactional information of many hundreds of thousands of multi-buying households.

Transcape is built using only transactional activity recorded in the previous 24 months making it a factual source of known current purchasing behaviour across millions of Australian households.

In addition to the base transactional and geographic variables a number of additional profiling options are available, such as GeoSmart geodemographic segments and unique Market Spend Segments. These powerful segmentation tools offer the ability to perform highly targeted analysis to identify targeted households that are known to be direct marketing responsive as well as those that are new to the file, known to be in a growth phase or have a consistently high spend over their purchasing lifetime.

The Transcape database is regularly updated with many hundreds of thousands of records added and removed on a quarterly basis.

This highly responsive database can be segmented by the following criteria:

- Known purchasing history – date, value & volume
- Market spend segments
- Household demographics
- Geodemographics

Transcape is available to organisations outside the mail order industry, whose target audience are Australian consumers known to have purchased products or services via direct response media in the preceding 24 months.

SELECTIONS:

RFM Transactional Variables

Recency	Household	%
0 to 6 months	459,361	34.60
6-12 months	360,284	27.14
12-18 months	188,034	14.16
18-24 months	319,897	24.10
Total	1,327,576	

Frequency (Lifetime)	Household	%
1	768,087	57.86
2	204,161	15.38
3	94,977	7.15
4+	260,351	19.61
Total	1,327,576	

Lifetime Monetary Spend	Household	%
Less than \$25	275,561	20.76
\$25-\$50	120,091	9.05
\$50-\$100	264,864	19.95
\$100-\$250	303,688	22.88

\$250+	363,372	27.37
Total	1,327,576	

Market Spend Segments	Household	%
Consistent	132,554	9.98
Growth	235,365	17.73
New to File	221,062	16.65

Buyer Type	Household	%
Single Buyer	1,095,008	82.48
Multi buyer	232,568	17.52
Total	1,327,576	

Media Channel	Household	%
Direct Marketing	470,782	35.46
Press	37,395	2.82
TV	604,685	45.55
Internet	13,494	1.02
Unknown	201,220	15.16
Total	1,327,576	

Payment Method	Household	%
Credit Card	772,444	58.18
Cheque	216,086	16.28
Cash	11,606	0.87
Other	327,440	24.66
Total	1,327,576	

Geographics

State	Household	%
ACT	21,738	1.64
NSW	433,283	32.64
NT	14,113	1.06
QLD	274,404	20.67
SA	107,281	8.08
TAS	31,360	2.36
VIC	289,981	21.84
WA	155,416	11.71
Total	1,327,576	

Metro/Rural	Household	%
Metro	823,633	62.04
Rural	503,943	37.96
Total	1,327,576	

Other

Telephone Number Coverage	Household	%
Quantity Available	953,973	71.86%

Gender	Household	%
Female	892,449	67.22
Male	346,092	26.07
Unknown	89,035	6.71
Total	1,327,576	

Formats Available: csv, MS Excel File

Selections:

Data Formats:	Rates per 1000:	Set up:	Min. Order:	Deliverability:
Rental of Mailing Data	\$300.00	\$300.00	5000 records	95%
Rental of Telemarketing Data	\$340.00	\$300.00	5000 records	95%
Rental of Mail & Tele Data	\$400.00	\$300.00	5000 records	95%

Selection Criteria	Rates per 1000:
Channel	\$15.00
Frequency	\$15.00
Gender	\$10.00
Hotline	\$25.00
Monetary Spend	\$15.00
Purchase Method	\$25.00
RDA Geodemographic Codes	\$30.00
Recency	\$15.00

10% GST applies to all pricing, including the minimum order requirement.

Restrictions, Requirements and Info:

Delivery time is 2-3 working days ▪ See 'List FAQs' for details on pricing calculations ▪ Unless specified the list is supplied for a one time use only ▪ Lists are seeded with dummy names to detect unauthorised use ▪ A sample mail pack is required upon ordering for approval ▪ The list is not available to competitive products ▪ Unless arranged otherwise, payment is required with order ▪ We require confirmation of your order in writing and completion of our List Supply Agreement ▪ Quantities available may vary upon the production of the actual list ▪ Pricing is subject to change without notice ▪ In some cases, the list may need to be processed by an independent Mailing House, Fax Broadcaster or Email Broadcaster ▪ Additional charges may apply for complicated selections ▪ Copying of any list is strictly prohibited.