

Datacard

List: **TRANSCAPE**
Datacard: C-116
Quantity: 1,458.399



List Description:

Transcape is a transaction based consumer data product, comprising consumer purchasing histories from multiple Australia and New Zealand mail order and direct response organisations.

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 and New Zealand consumers known to have purchased products or services via direct response media in the preceding 24 months.

SELECTIONS:

Recency	Household	%	Lifetime \$ Spend	%
0 to 6 months	623,469	42.75%	320,241,027	69.22%
6-12 months	336,098	23.05%	59,500,966	12.86%
12-18 months	254,166	17.43%	45,799,067	9.90%
18-24 months	244,666	16.78%	37,129,329	8.03%
Total	1,458,399		462,670,389	

Single vs Multi Buyer	Household	%	Lifetime \$ Spend	%
Single Buyer	1,207,732	82.81%	242,293,491	52.37%
Multi Buyer	250,667	17.19%	220,376,897	47.63%
Total	1,458,399		462,679,389	

Frequency of Purchase Vs Lifetime Spend

Frequency	Household	%	Lifetime \$ Spend	%
1	802,132	55.00%	63,581,375	13.74%
2	191,843	13.15%	28,628,256	6.19%
3	85,327	5.85%	18,161,134	3.93%
4+	379,097	25.99%	352,299,624	76.14%
Total	1,458,399		462,670,389	

Lifetime Monetary Spend Bands

Monetary Bands	Household	%
Less than \$25	439,678	30.15%
\$25-\$50	120,345	8.25%
\$50-\$100	214,497	14.71%
\$100-\$250	297,751	20.42%
\$250+	386,128	26.48%
Total	1,458,399	

Telephone Number Coverage

Coverage	Household	%
Quantity Available	841,291	57.69%

Market Spend Segments

Spend Segments	Household	%
Consistent	465,570	31.92%
Growth	298,992	20.50%
New to File	269,759	18.50%

State Breakdown

State	Household	%
ACT	26,785	1.84%
NSW	457,576	31.38%
NT	21,129	1.45%
QLD	303,158	20.79%
SA	118,161	8.10%
TAS	43,049	2.95%
VIC	317,010	21.74%
WA	171,531	11.76%
Total	1,458,399	100%

Formats Available: csv, MS Excel File

Selections:

Data Formats:	Rates per 1000:	Set up:	Min. Order:	Deliverability:
Rental of Mailing Data	\$300.00	\$250.00	5000 records	100%

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.
