

Datacard

List: EMAIL – EMPOWERED UNIVERSE
Datacard: E-68
Quantity: 470,000 Active Members



List Description:

The Empowered Email Universe is Australia’s largest permission email database. It has been created by the amalgamation of member data from:-

- Whatdoyouthink.com.au
- Fuel Give Away
- smspup
- Singleswhoclick
- BigGiveAway

The Empowered Universe Database has more than 470,000 active unique members (email). They Have more than 7,500,000 page impressions per month and more than 1,000,000 individual site visits per month. There are 17 demo profiles and 53 special interest areas for Consumer filtering. Additionally, SMS filtering and targeting (130,000 approx) options include 35 Industry types, 36 Occupations, Business size as well as purchasing responsibility.

The Empowered Universe database can be utilised to custom build a database for lead generation purposes targeting interest categories or lifestyle interests and personal attributes – price on application.

The Empowered Universe also provides additional advertising options:

Advertising Options:		
Permission Based	Direct SMS Campaigns	140,000 active SMS Members
Display Advertising - CPM	468 x 60	Expandable Tile
	120 x 240 320 x250	
Display Advertising - CPC	120 x 240	Expandable
Display can also be targeted by demographic profiles		
Display delivery of up to 138,000 clicks per month (per campaign)		

Quick Facts:		
76% are the main/shared grocery Buyers for the household	57% spend in excess of \$100.00 on groceries per week	82% of members have a medium to high household income
70% have a broadband/high speed internet connection at home	60% spend more than 2 hours on the internet a day	54% spend more than 2 hours watching television a day
33% subscribe to at least 1 newspaper/magazine	56% see a movie at the cinemas once a month or more	

SELECTIONS:

Demographic Filters:	
Location	Number of Home Occupants
Age	Car Owners
Gender	Credit Card Owners
Income Level	Dog & Cat Owners
Occupation	Online Shoppers
Employment Industry Segment	Mobile Phone Type
Parents/Guardians	Mobile Phone Carrier

General Interest	Entertainment Interest
Alternative Health	Arts & Craft
Beauty Products	Bars & Restaurants
Businesses Opportunities/Franchises	Books & Magazines
Charities & Donations	Camping Equipment
Children's Products/Toys	Cars/Motoring
Competitions	Clubbing/Pubs
Computers/Technology	Concerts/Theatre
Cooking	Cycling
Education/Training	Dating & Singles Events
Employment Services	DVD's/Videos
Fashion/Clothing	Movies/Cinema
Fine Art, Galleries, Museums	Music/CD's
Gardening Products	Performing Arts, Dance, ballet
Health & Fitness	Sport: AFL
Interiors/Decorating	Sport: Basketball
Internet Access Plans	Sport: Cricket
Investing: Property	Sport: Golf
Investing: Stockmarket	Sport: Rugby (League/Union)
Medical/Health/Insurance	Sport: Soccer
Mobile Handsets/Plans/Accessories	Sport: Tennis
Online Shopping	Sport: General
Personal Banking & Finance	TV Shows
Pet Care	
Photography	
Renovation/Home Improvement	
Superannuation	
Travel: Family Holidays	
Travel: International	
Travel: Short Breaks	
Wine Collection/Tasting	

Formats Available: E-mail Campaign, Banner Advertising, Poll Sponsorship.

Selections:

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

Volume discounts apply to rental of email data.

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.