

Description

Digital Blueprint collects up-to-date and validated data for the purpose of Electronic Direct Marketing. Demographic data is collected from Australian consumers to connect them with targeted promotional offers. Segmentation and high delivery rates ensure relevant and timely offers achieve a higher response and respect for brands.

All data collected is double opt-in and non-incentivised. This same non-incentivised model is used to provide consumers with promotional offers. Data is refreshed every month by removing inactive users. With over 5 years experience, Digital Blueprint provides solutions for advertisers via performance based email marketing.

Sources

- www.OnlineCompetitions.com.au
- www.AustralianFreebies.com.au
- www.FreeOnlineSurveys.com.au
- www.GiftCardGiveaways.com.au
- www.FreeSampleOffers.com.au

Preferred Categories

- Competitions
- Surveys
- Free Offers (Samples, Trials, etc.)
- Group Buying (Daily Deals, Coupons, etc.)
- Finance (Credit Cards, Loans, Insurance, etc.)
- Travel & Tourism
- Enquiries (Phone leads, quotes, etc.)
- Business Opportunities
- Product Offers (Catalogues, Sales, etc.)

Quantity

State	Count	Percentage
NSW	52,495	26%
VIC	48,457	24%
QLD	46,437	23%
WA	18,171	9%
SA	16,152	8%
ACT	12,114	6%
TAS	6,057	3%
NT	2,019	1%
TOTAL	201,902	100%

Traffic

Type	Count
Monthly Impressions	300,000
Monthly Page Views	600,000
New Daily Members	1,000 - 1,500
Open Rate	17% (34,323 opens)
Click Rate	40% (13,729 clicks)

Database Profile

Segmentation options are available by Gender, Age, State, Postcode, Interests, Occupation, Salary, Facebook users, Twitter users, Business owners, Parents with children, Pets owners.

Options

CPM Pricing	
0 - 30,000 emails	15¢ per email
30,001 - 65,000 emails	13¢ per email
65,001 - 100,000 emails	11c per email
100,001 - 150,000 emails	9¢ per email
150,001 - 200,000 emails	7¢ per email
200,001+ emails	5¢ per email
CPM Setup	\$180. Includes send and reporting.
CPM Delivery	Sent on day and time you choose.
CPC/CPA	CPC & CPA pricing on request.
Banner Placements	120x60, 120x90, 125x125, 120x240, 300x250, 250x250, 120x600, 160x600, 468x60, 728x90.
Text Link Placements	Website text link placements are available.
Email Formats	HTML and Plain Text email creative.
Delivery	99.80%

