

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 8 years' experience, Digital Blueprint provides solutions for advertisers via performance based email marketing.

Segmentation

Core segmentation options are available by Gender, Age, State, Postcode, Interests, Occupation and Salary. Additional segmentation options include Business owners, Home owners, Pets owners, Marital status, Parents with children, Facebook and Twitter users. Interest segmentation options include Credit Cards, Savings Accounts, Personal Loans, Home Loans, Sports Betting and Wealth Creation. A variety of behavioural targeting and phone data is also available upon request.

Preferred Categories

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

Quantity

State	Count	Percentage
NSW	98,824	26%
VIC	91,222	24%
QLD	87,421	23%
WA	34,208	9%
SA	30,407	8%
ACT	22,805	6%
TAS	11,402	3%
NT	3,800	1%
TOTAL	380,089	100%

Traffic

Type	Count
Monthly Impressions	700,000
Monthly Page Views	1,400,000
New Daily Members	700 - 1,200
Open Rate	17%
Click Rate	40%

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%

Database Profile

