

List Profile for: Super Targeted Emails – Rewards Central

List Type: Consumer

What's This List About?

Rewards Central is one of Australia's largest and most popular online member directories with **over 680,000 active members**. People across all demographics are encouraged to shop and participate in Rewards Central's programs.

Members are asked many questions about their lifestyles and habits. Interests ranging from sporting clubs, hobbies, languages spoken, occupation, if they have a home loan, what foods they like, etc. Hundreds!

In addition to "traditional" email campaigns, Rewards Central also offers SUPER TARGETED EMAILS for targeting members NOW. We do this by firstly running a quick Poll Question survey of Rewards Central members, which is placed on the RC website. An example of a few past Poll Questions and responses...

If you are pregnant, which best describes when you're due to give birth?

Response	Count	Percentage
I am due to give birth within the month	876	1.07%
I am due to give birth in 1-3 months	967	1.18%
I am due to give birth in 4-6 months	957	1.17%
I am due to give birth in 7-9 months	1250	1.53%
I am not pregnant	73828	90.32%
I prefer not to answer this question	3866	4.73%

If you want to target women due to give birth within 6 months, we can send an email out just to those who answered Questions 1-4.

Or say you want to target people looking for a loan now....

Relating to home loans, in the next three to six months I expect to...

Response	Count	Percentage
Take out a new home loan	5937	7.98%
Refinance my home loan for a better rate	3985	5.36%
Increase my existing home loan	1404	1.89%
Take out an investment/2nd property home loan	2667	3.58%
I am not looking to change my home loan	18409	24.74%
I don't have a home loan	36863	49.55%
I prefer not to answer this question	5130	6.90%

To target existing mortgage holders, we send an email out to those who responded to Q 1-4.

Or if you want to target first home buyers or a new audience, we can send a different style of email to Q6 responders....and just to target further we can also put an age restriction so you are sending to, say, people 25+.

This SUPER TARGETED EMAIL option allows really fresh targeting, and should attract great click through rates.

Pricing

- Poll Question Survey plus Email Setup: \$795.00
- Per email sent: 40c
- Minimum order 5,000 emails
- + GST

Terms & Restrictions

No gambling, forex, multi-level marketing, or predatory bad credit mortgage companies, nor any get rich quick products or dodgy telcos. All campaigns subject to pre-approval and we reserve the right to reject any campaigns if we feel content is inappropriate.

Format

You to supply Poll Questions and HTML email (we can assist with this)

Turnaround

Allow 7 days. Urgent campaigns can also be done.

Payment Terms

Pre payment (unless otherwise negotiated).

Delivery Format & Turnaround Time