



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

UM Network

UM Direct is Australia's newest consumer email list. Collected through the UM direct network of six sites. With over 40,000 new members per month across all databases offers highly targeted and relevant communication to non-incentivised profiled opted in members.

Over 30 demographic profiles

Over 120 interest groups

Strong Female Skew

Strong 25-55 year old age group

Strong representation in the 'principle grocery buyer' category

Lists are non-incentivised and as such no guarantees on open rates are offered however depending on the campaign we are seeing open rates of 15-20%.

Lists are built through competition incentives but no further incentives are offered to respond to campaigns giving a true representation of campaign success and true performance based marketing.

LIST DETAILS	
Quantity	350,000+
Selections	Age: Demographic Geographic: Gender Holidays and Travel: Income Home Owners or Renters: Interest Categories Media Habits: Motoring Occupation
PRICING	
Deliverability	95%
Lead Time	3 days
Terms & Conditions	List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner. We require a signed copy of our list rental agreement and order form prior to any order being processed. Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

The List Group - Direct Marketing List Management & Brokerage

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<https://www.thelistgroup.com.au>