



WE CAN HELP YOU
REACH MORE THAN

10.2
MILLION
AUSTRALIANS



DIGITAL B2C DATA KIT 2020

ABOUT

Eight Dragons Digital Pty Ltd is Australia, New Zealand and South East Asia's leading supplier of detailed fully compliant opt-in consumer data across markets including:

- ◆ AUSTRALIA
- ◆ NEW ZEALAND
- ◆ CHINA
- ◆ VIETNAM
- ◆ INDONESIA
- ◆ SINGAPORE

In Australia the Eight Dragons dataset of 10.2 million consumer records, complete with detailed audience segment profiling, is the largest & most up to date data-set available for organisations to target across marketing channels including:

- ◆ EDM (ELECTRONIC DIRECT MAIL)
- ◆ SMS & SOCIAL MEDIA
- ◆ TELE-SALES & TELE-MARKETING
- ◆ DIRECT MAIL

Whether you purchase or lease a database from Eight Dragons we provide regular suppression file updates to ensure that no-one receives communications from you that has not given permission to do so.

In terms of our database management our entire Australian database is washed monthly against the Do Not Call Register for mobile numbers and our email list is washed weekly to ensure optimal delivery rates.

We have a dedicated privacy team who manages any consumer opt-outs via email, phone for direct mail in real time and instantly removes these people from our database.

Working closely with the Australian Privacy Commission, our data management team manages all privacy enquiries on your behalf so you can focus on what's important to your business.




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PROFILED OPT-IN RECORDS

 TOTAL RECORDS NAME & TITLE (Mr/Mrs/Ms)
10,234,010

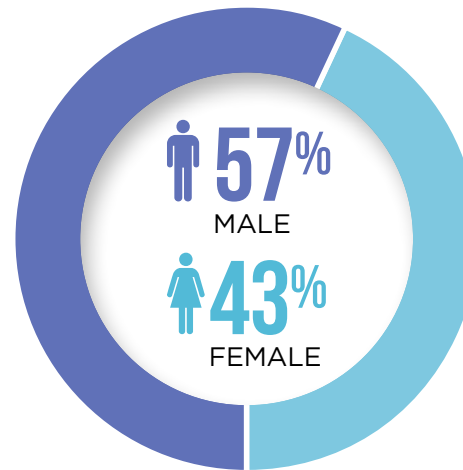
 TOTAL EMAIL ADDRESS RECORDS
10,234,010

 TOTAL LANDLINE PHONE NUMBER RECORDS
6,343,132

 TOTAL RESIDENTIAL ADDRESS RECORDS
10,234,010

 TOTAL MOBILE PHONE NUMBER RECORDS
8,453,240

AGE	18-25	25-55	55+
NSW	1,479,381	1,544,562	477,650
VIC	978,616	1,599,000	375,459
QLD	611,232	963,332	102,877
SA	306,544	387,992	119,222
WA	122,069	233,322	76,919
TAS	126,556	254,008	57,110
NT	61,333T	66,888	52,466
ACT	87,210	111,362	38,890



Note: total counts as of 1st June 2020.
Database updated weekly.



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AUSTRALIAN CONSUMER MARKET AUDIENCE PROFILE SEGMENTS



FINANCIAL PROFILES

4,223,215

Income

- ◆ Salary
- ◆ Superannuation Fund
- ◆ Share dividends
- ◆ Directors fees, foreign investment

Expenditure

- ◆ Mortgages
- ◆ Personal Loans
- ◆ Local Government Rates
- ◆ Insurance
- ◆ Body corporate / accountant fees
- ◆ Lease payments - vehicles / Non vehicles



PROPERTY STATUS PROFILES

2,211,009

- ◆ Own or rent
- ◆ Property type - house or unit
- ◆ Pool / solar power installed
- ◆ Body corporate payments
- ◆ Capital housing payments



ENTERTAINMENT, LIFESTYLE, FASHION PROFILES

6,655,333

- ◆ Dining, entertainment, theater, cinema
- ◆ Online purchasing
- ◆ Sporting associations and club fees
- ◆ Broadband & Pay TV usage
- ◆ Home audio equipment / gaming / boating
- ◆ Adult / Teenage male & female clothing and fashion expenditure



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AUSTRALIAN CONSUMER MARKET AUDIENCE PROFILE SEGMENTS



**AUTOMOTIVE
OWNERSHIP**

1,808,511

- ◆ Vehicle owner and/or vehicle lease
- ◆ Make & Model
- ◆ Insurance & tolls
- ◆ Repayments & mechanic fees



**CHARITY
DONORS**

1,234,861

- ◆ Identified as regular online donors
- ◆ Identified as regular cash donors
- ◆ Identified as regular donors to churches, synagogues or mosques



**EDUCATION
ENROLMENTS**

2,446,112

- ◆ Enrolments - Childcare / Primary / Secondary
- ◆ Education category - Government, Catholic & Private, Other independent
- ◆ School fees
- ◆ HECS / TAFE Debts Status



**HEALTHCARE
ACTIVITY**

2,565,438

- ◆ Private Healthcare Insurance
- ◆ Dental / GP / Specialists
- ◆ Private hospital
- ◆ Medicines and pharmaceutical Expenditure
- ◆ Sunscreens and skin care expenditure

 **EIGHT
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SALES & MARKETING CAMPAIGN DELIVERY OPTIONS

Once you have selected your audience from the Eight Dragons opt-in dataset of 10.2 million new business prospects we can help get your message across via the following broadcast options.

EDM MARKETING CAMPAIGNS

Emails can be the crucial component of a growing business. Effortlessly send effective HTML email campaigns to existing customers or potential customers at a cost-effective way to acquire new customers or up-sell existing customers.

With the growth of social media, email is still one of the most effective way to cultivate leads. Email is in the top communication channels where at least 97% of consumers check their emails daily, putting the business in front of its target audience.

Email converts extremely well and in most cases three times higher than that of social media. Email has become one of the best ways to make sales online.

An Eight Dragons EDM Campaign offers:

- ◆ A complete solution from start to finish
- ◆ Sending EDM's in compliance with SPAM Laws
- ◆ Provision of quality opt-in data bases through its data partners
- ◆ To keep majority of emails out of spam folders
- ◆ To make sure your emails are effective
- ◆ To help you build your subscriber list



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SALES & MARKETING CAMPAIGN DELIVERY OPTIONS

SMS & TEXT MESSAGE MARKETING CAMPAIGNS

SMS marketing campaigns are an easy and cost-effective way to advertise or promote a business.

SMS marketing continues to be a profitable marketing platform for businesses, from small or micro businesses to the largest. SMS or text message marketing is a powerful sales and revenue driver by engaging existing customers as well as acquiring new customers.

Key benefits include:

- ◆ **Quick delivery to the target audience**
 - Messages are delivered within seconds and most people are more likely to check a text message in a short window of time after receiving it.
- ◆ **Flexible and Easy to personalize** - Messaging can be custom-made to meet each business and its marketing needs and can easily be fused to any other internet-based marketing platforms; such as Twitter and Facebook.



- ◆ **Traffic and sales** - SMS messages in the form of offers or promotions to your customers are more than likely to forward these offers to their families and friends. This action alone will increase your potential customer base.
- ◆ **Instant notification** - Messaging puts offers or promotions directly into the hands of your potential customers, immediately.
- ◆ **High deliverability rate** - SMS Messages will almost always be opened by the receiver. This aspect allows for a highly effective way to communicate.



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SALES & MARKETING CAMPAIGN DELIVERY OPTIONS

DIRECT MAIL CAMPAIGNS

Eight Dragons have street addresses verified by Australia Post for every consumer on our opt-in database.

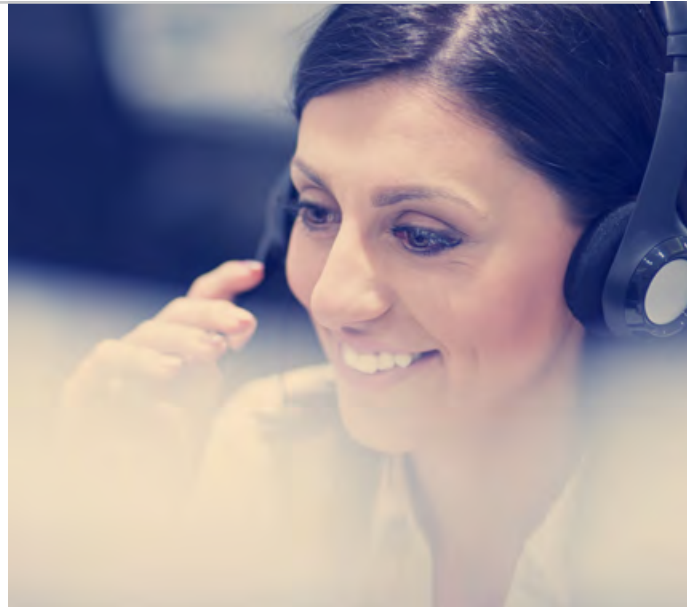
In an age of information overload, mail has a unique role to play in the modern communications mix, as a highly effective way to reach current and prospective customers.

Companies that take the time to send mail can make customers feel valued. Mail gets your brand in the hands of your customers, engaging all 5 senses: sight, sound, smell, touch and taste, to create an emotional connection.

TELE-SALES & TELE-MARKETING CAMPAIGNS

All the mobile numbers on our database are regularly washed against the Do Not Call Register weekly and are pinged monthly to ensure they are live and connecting to the right person.

This process ensures that our profiled audience segments are ideal for both your in-house and outsourced telemarketing requirements.



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DATA MARKETING INDUSTRY PARTNERS

IN AUSTRALIA EIGHT DRAGONS IS THE LARGEST SUPPLIER OF OPT-IN CONSUMER RECORDS FOR OUR INDUSTRY PARTNERS:

EQUIFAX

Equifax is a global data, analytics, and technology company. We believe knowledge drives progress. We blend unique data, analytics, and technology with a passion for serving customers globally, to create insights that power decisions to move people forward. Headquartered in Atlanta, Equifax operates or has investments in 24 countries in North America, Europe and the Asia Pacific region.

Equifax collects and aggregates information on over 800 million individual consumers and more than 88 million businesses worldwide.

acxiom

Acxiom is the global leader in consumer data using insights and analysis to understand, reach and engage digital audiences everywhere and power more personalized experiences across all channels.

Acxiom is a marketing technology and services company with offices in the United States, Europe, Asia, and South America. Acxiom offers marketing and information management services, including multichannel marketing, addressable advertising, and database management.

experian

Leading organisations around the world rely on Experian's systems to help them make the right decision at each stage in the life cycle of their customers - from acquisition to customer relationship management.

Our brand reflects who we are, what we do and what we believe in. In a complex, ever changing world, the use of data is now driving significant advancements and new ways of thinking. At Experian, we recognise the importance of the role we play in unlocking the power of data to help people, business and society. Enabling people and organisations to achieve their goals.

GREATER DATA

Greater Data owns, maintains and utilises the Greater Data Universe™ - a database containing actionable information on 16 million Australians. Since 2009,

Greater Data has been evolving this extensive data asset to ensure the creation of market-leading products and services. The depth and breadth of their data, which drives their proprietary and discerning targeting, enables clients to make business decisions with confidence.

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CLIENTS



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