

Interactive advertiser uses lifestyle data



Angelo Sinibaldi of First Direct Solutions with Mark Halstead of 3D interactive.

Quality lifestyle data is the key to higher click-through rates for Sydney-based company 3D interactive.

3D interactive occupies an important niche in the growing world of on-line marketing. The Sydney-based company provides a range of services, including e-mail marketing, on-line advertising and mobile marketing. Business has grown quickly for the six-year-old company, which has opened offices in Melbourne and is looking to Asia for its future expansion.

According to 3D interactive Managing Director Mark Halstead, presenting advertisers and media owners with new opportunities that help them achieve their on-line sales and marketing objectives is the driving force of the company.

One of the key activities provided by 3D interactive for a range of its clients is e-mail marketing.

"We carry out numerous permission-based e-mail marketing campaigns using a range of different e-mail database sources," explains Mark.

Understanding the value of using a rich consumer database prompted 3D interactive to use e-mail addresses sourced through Australia Post's Australian Lifestyle Survey. The lifestyle data is provided by First Direct Solutions, the Australia Post division formerly known as Geospend.

"The Lifestyle database is built from responses to the Australian Lifestyle Survey, which is distributed to millions of households across Australia each year. Businesses are able to build their target audience across major categories: sports and leisure, shopping, health and fitness, your home, motoring, money and investments, charities and general information," explains First Direct Solutions Senior Account Manager Angelo Sinibaldi.

"First Direct Solutions Lifestyle data is useful for us because it contains the demographic, lifestyle and purchase

intentions of more than 2.8 million individuals. This provides some great targeting opportunities for our clients," says Mark.

3D interactive has used the Lifestyle database to send out personalised campaigns on behalf of a number of its clients.

"Due to the quality of the data, we are consistently receiving higher than average open rates and click-through rates. Industry click-through rates are between three and eight per cent for non-incentivised databases and we have achieved much higher than this using the Lifestyle database."

For more information visit www.3Dinteractive.com.au

For more information on First Direct Solutions visit www.fdsolutions.com.au

