

# Online Marketing Lists Business for Sale Australia Anywhere

Ad ID: 101165

Location: **Australia**  
Asking: **\$199,999**  
Type: **Services-Other**

**PRICE REDUCED TO SELL!**  
**Online Marketing Lists Business.**  
**Industry-leading. Operate from anywhere.**

## Business for Sale Description

Online Marketing Lists Business for Sale Australia Anywhere Asking: \$199,999

Online Marketing Lists Business - Leader in Its Industry.

The marketing lists company provides thousands of Australian and New Zealand companies (plus many overseas clients) the information and data they need to do all their direct marketing, surveys and research.

They have major clients such as Signarama, Coles and The Jim's Group (to name a few); and there are thousands of other small, medium and larger clients.

This company provides both data and delivery, having probably the best messaging services in Australia, sending out huge volumes of Email, Fax and SMS campaigns on a weekly basis.

You will see that they have many products which cover every aspect of Business and Consumer data.

Their lists are beyond doubt the largest and most comprehensive datasets in Australia, with millions of addresses, landlines and mobiles as well as a 1,000,000 plus verified Email database.

They also have hundreds of thousands of Decision Maker names together with Company Size, Location, Years Established, Industry Type/ANZIC codes, Geo-location etc; meaning you can build the exact list that the client needs at a premium price.

The business has been trading for many years now and fills a huge niche in marketing data in Australia and New Zealand, where there is a strong ongoing demand for their service. This business can be run from home with 1 sales and part-time support person and has low running costs and is easy to run.

### Positives:

Competition in this sector has decreased over the last few years. All past competitors have gone because they relied on one source for the data (Yellow Pages), which has been in steep decline for years and had only very basic data, and focused on phone and mailing data, missing the change to Email as the most vital channel.

### Potential:

There is potential to further grow the business by increasing marketing practices as the demand for these marketing lists and messaging services is high and ongoing.

There are also created tools and processes that can run in the background that continue to build Email files and scrapes directories automatically.



They will sign over all the code, passwords and log-ins to all the data gathering and messaging services as well as full training as required

For more information, please contact George on 0412 008 909 at The Brokerage Connection - 1300 466455

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**[www.aubizbuysell.com.au/101165](http://www.aubizbuysell.com.au/101165)**