

## **ParcelPush Launches Australia's First Advertising Network For E-commerce Parcel Inserts**

**February 27<sup>th</sup>, 2013:** ParcelPush, the insert marketing specialist based in Sydney has launched Australia's first advertising network for e-commerce parcel inserts under [www.parcelpush.com.au](http://www.parcelpush.com.au) already distributing over 200,000 inserts per month.

Inserts into e-commerce packages are a targeted way for advertisers in attracting new customers among online shoppers and especially baby boomers through direct marketing or national brand campaigns. The flyers, samples or vouchers reach the consumer in a positive moment and show high conversion rates especially in conjunction with a coupon offer.

In addition Australian online retailers and eBay powersellers of any size can now connect with advertisers through ParcelPush and leverage inserts as an attractive way to reduce shipping costs while giving value to their customers with attractive offers.

Everyone benefits by bundling insert capacities through the ParcelPush network: online retailers benefit by making additional revenue through inserts while providing a value-add to their customers, advertisers can reach out to active online shoppers by targeting specific product categories through large nation-wide campaigns across Australia and New Zealand.

E-commerce insert marketing was pioneered in the US and Europe through Amazon and even reached the European e-commerce long-tail in the last few years. The largest proportion of e-commerce shipments are handled by small to medium sellers and online shops.

### **About ParcelPush**

ParcelPush is the insert marketing specialist around e-commerce parcels who brings online retailers and advertisers together. ParcelPush Pty Ltd is based in Sydney, NSW and was founded in 2012 by Craig Morris, an experienced general manager and e-commerce entrepreneur Bjorn Behrendt, who also is a co-founder of StyleTread.com.au.

### **For further information please contact**

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