

## American Consumer Database by DSA



American Consumer Database is a large multi-sourced transactional file of hotline buyers by product purchased, donor contributions, subscription data and online activity. Marketers can cherry pick their best prospects by selecting a number of actions from prospect! TEST INCENTIVE DEAL Test 15M+ Get \$75/M base selects waived\*

### SEGMENTS

|            |                                     |             |
|------------|-------------------------------------|-------------|
| 10,350,000 | Total Universe / Universe Rate      | \$75.00/M   |
| 825,000    | 1 Mos. Hotline Buyers               | \$80.00/M   |
| 525,000    | 1 Mos. Female Mail Order Buyers     | + \$8.00/M  |
| 300,000    | 1 Mos. Male Mail Order Buyers       | + \$8.00/M  |
| 2,500,000  | 3 Mos. Mail Order Buyers            | \$75.00/M   |
| 1,450,000  | 3 Mos. MOB's identified Subscribers | + \$8.00/M  |
| 1,650,000  | 3 Mos. MOB's Identified Donors      | + \$8.00/M  |
| 875,000    | 3 Mos. 3+ MOB's of Product Category | + \$8.00/M  |
|            | Email Campaign - 25M Minimum        | + \$25.00/M |

### DESCRIPTION

**American Consumer Database** is a large multi-sourced transactional file of hotline mail order buyers selectable by product purchased. The file consists of several databases enabling mailers to target their ideal prospect by a number of actions taken by the buyer. The transactional data on this file consists of mail order, donor, subscriber and online activity.

Mailers can, for example, select hotline mail order buyers of apparel that are also subscribers to fashion publications, in addition to number of transactions, average amount of dollars spent, ethnicity, gender, age, income and much more. The interaction of these transactions enables marketers to target extremely specific prospects.

**TEST INCENTIVE DEAL:** 15,000 **get \$75/M base with selects waived** (except on ailment, ethnicity, political & religious affiliations)

#### Special Selects:

\* **Product:** Apparel: Women's, Men's, Children; Large Size, Intimates, Swimwear, Footwear, Beauty/Cosmetics, Health Products, Health Supplements, Ailments, Children Mdse, Collectibles by Category, Crafts by Category, Food/Gifts, Gardening, Gifts, Home Décor, Home Furnishings, Jewelry, Linens, Magazines, Books, Sporting Goods, Toys, Travel/Luggage.

\* **Interests:** Reading by Category, Americana, Aviation, Bird Watching, Horse/Western/Equestrian, NASCAR, Motorcycles, Sports, Travel.

\* **Ailments:** Arthritis, Diabetes, Heart Condition

\* **Additional Selects:** # of purchases, Avg. Purchase Amount, Gender, Age, Income, Presence of Children, Homeowners, Renters, Ethnicity. Religious & Political Affiliation.

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress housefile, inquire. Prepayment required on all email orders.

MINIMUM: 10,000 postal mailing

### ID NUMBERS

|             |            |
|-------------|------------|
| Manager ID  |            |
| NextMark ID | 293188     |
| mIn ID      | 149936     |
| SRDS ID     | 927675-000 |

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

|                |            |
|----------------|------------|
| Market Entry   | 08/19/2010 |
| New to Manager | 08/19/2010 |
| Counts Through | 04/30/2018 |

### DATA CARD MAINTENANCE

|                              |            |
|------------------------------|------------|
| New To System                | 08/19/2010 |
| "New to System" Announcement | 08/23/2010 |
| Last Update                  | 05/03/2018 |
| Next Update                  | 06/08/2018 |
| Update Frequency             | MONTHLY    |

MODELING: 25M minimum

Types: Good Customer Model or Mail Regression Model

Min. Data Required: 50M. Build Time: 4-6 Weeks.

Scoring Fee \$20/M

3 Easy Ways to Use: American Consumer Database

1. Straight Rental - You choose the select criteria \$75/M base includes selects on 15M+ Tests\*

2. Simple Good Customer Match - no participation required.

3. Detailed Model Build - participation required.

Mailers can join the Database with the 90-day Test Grace Period from Mail Date drop.

**PROFILE**

**Donor by Category Cause** (8.00/M)

|                                 |        |  |
|---------------------------------|--------|--|
| <i>Animal Welfare</i>           | 17,000 |  |
| <i>Republican/Conservative</i>  | 32,000 |  |
| <i>Democratic/Liberal</i>       | 36,000 |  |
| <i>Art/Civic/Culture</i>        | 20,000 |  |
| <i>Health/Medical</i>           | 21,000 |  |
| <i>Environment/Conservation</i> | 30,000 |  |
| <i>Children Causes</i>          | 48,000 |  |
| <i>Veteran Causes</i>           | 14,000 |  |

**Product Category** (8.00/M)

- Apparel*
- Beauty/Cosmetics*
- Dog/Cat/Pet Products*
- Food*
- Gardening*
- Home Decor*
- Furnishings*
- Craft*
- Collectibles*
- Jewelry*
- Luggage*

**Novelty Products** (8.00/M)

- Nurses*
- Military Memorabilia*
- Wildlife*
- Religious*

**Subscriber Data** (8.00/M)

- Children/Family*
- Cooking*
- Entertainment*
- Health*
- Home*
- Financial*

**Donors by Category** (8.00/M)

- Animal Welfare*
- Children*
- Health*
- Religious*
- Veteran*

**Party Affiliation** (10.00/M)

- Democrat*
- Republican*

| SELECTS                 |           |
|-------------------------|-----------|
| Age                     | \$8.00/M  |
| Childs Age Range        | \$8.00/M  |
| Demographic             | \$8.00/M  |
| Donor by Category Cause | \$8.00/M  |
| Ethnic/Ethnicity        | \$10.00/M |
| Gender/Sex              | \$8.00/M  |
| Geo/Geographical        | \$8.00/M  |
| Home Owner              | \$8.00/M  |
| Income Select           | \$8.00/M  |
| Lifestyle               | \$8.00/M  |
| Marital Status          | \$8.00/M  |
| Multi Donor             | \$8.00/M  |
| Phone Number            | \$25.00/M |
| Presence of Child       | \$8.00/M  |
| Product Category        | \$8.00/M  |
| Subscribers by Category | \$8.00/M  |
| Multi-Buyer: 2+, 3+     | \$8.00/M  |
| Ailment                 | \$10.00/M |
| Novelty Products        | \$8.00/M  |
| Subscriber Data         | \$8.00/M  |
| Donors by Category      | \$8.00/M  |
| Party Affiliation       | \$10.00/M |

**MANAGER**  
**DSA Direct, LLC**

**UNIT OF SALE**  
 Average **\$50.00**

| GENDER |     |
|--------|-----|
| Male   | 35% |
| Female | 65% |

**AVERAGE INCOME**  
 Value **\$40,000.00**

**MINIMUM ORDER**  
 Minimum Quantity **10,000**  
 Minimum Price **\$500.00**

**COMMISSIONS**  
 Broker **20%**  
 Agency **15%**

**NET NAME ARRANGEMENTS**  
**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **50,000**  
 Run Charges **\$15.00/M**

**EXCHANGES**  
**Exchange is not allowed**

**REUSE**  
**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge

**CANCELLATION**  
 Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**  
 Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees. Email Orders: Cancellation after testing is at full charges.

**KEY CODING**  
**Key Coding is available**  
 Charges **No charge**

**ADDRESSING**  
 FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece required on Tests for Approval. Prepayment required on all Email & Telemarketing orders. Telemarketing: SAN# and expiration date required. Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Creative must contain: Client name/address, Opt out of future Emails & an unsubscribe response vehicle. Creative required in HTML & Text versions. We provide Tracking report with Delivered Qty, Opens & Click Thru Rates.

| CONTACTS  |                 |                           |                |                |
|---|-----------------|---------------------------|----------------|----------------|
| Contact Name  | Role            | Email                     | Phone          | Fax            |
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★ = Primary contact