

American Consumer Database by DSA




American Consumer Database is a large multi-sourced transactional file of hotline mail order 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 Test 15M+ Get \$75/M base selects waived*

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 12/31/2017

DATA CARD MAINTENANCE

New To System 08/19/2010
 "New to System" 08/23/2010
 Announcement
 Last Update 01/02/2018
 Next Update 02/07/2018
 Update Frequency MONTHLY

SEGMENTS

10,350,000	Total Universe / Universe Rate	\$75.00/M
825,000	1 Mos. Hotline Buyers	\$75.00/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

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*

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

AVERAGE INCOME

Value	\$40,000.00
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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

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%**

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

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