

American Consumer Database by DSA



American Consumer Database is a large multi-sourced transactional file of hotline buyers selectable by product category purchased from, # of purchases, avg dollar amt. spent and more.. 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 & online activity. 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 Buyers	+ \$8.00/M
300,000	1 Mos. Male Buyers	+ \$8.00/M
1,650,000	3 Mos. Buyers & Identified Donors	+ \$8.00/M
875,000	3 Mos. 3+ Buyers by Product Category	+ \$6.00/M
	Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	\$25.00/M

DESCRIPTION

American Consumer Database is a large multi-sourced transactional file of hotline buyers selectable by product category purchased from, number of purchases, avg dollar amount spent and more.. 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, Joint/Mobility

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.

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	06/30/2018

DATA CARD MAINTENANCE

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

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 \$25/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.

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Childs Age Range	\$8.00/M	MINIMUM ORDER	
Demographic	\$8.00/M	Minimum Quantity	10,000
Ethnic/Ethnicity	\$12.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$8.00/M	Agency	15%
Income Select	\$6.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$6.00/M	Net Name is allowed	
Marital Status	\$6.00/M	Floor	85%
Multi Donor	\$8.00/M	Minimum Quantity	50,000
Phone Number	\$25.00/M	Run Charges	\$8.00/M
Presence of Child	\$8.00/M	EXCHANGES	
Product Category	\$8.00/M	Exchange is not allowed	
Subscribers by Category	\$8.00/M	REUSE	
Multi-Buyer: 2+, 3+	\$8.00/M	Reuse is allowed	
Ailment	\$12.00/M	Minimum Quantity	0
Novelty Products	\$6.00/M	Run Charge	
Subscriber Data	\$6.00/M	CANCELLATION	
Donors by Category	\$8.00/M	Charges	\$100.00/F
Party Affiliation	\$12.00/M	CANCELLATION INSTRUCTIONS	
MANAGER		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.	
DSA Direct, LLC		KEY CODING	
UNIT OF SALE		Key Coding is available	
Average	\$50.00	Charges	No charge
GENDER		ADDRESSING	
Male	35%	FTP	\$75.00/F
Female	65%	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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