

Auto Data File



Auto Data File by DSA is one of the largest most comprehensive vehicle owner file with Automobile, Boat and Motorcycle owners selectable by make, model year and more. File updates weekly.

SEGMENTS

65,000,000	Total Universe / Universe Rate	\$85.00/M
45,000,000	Auto Owners	\$85.00/M
10,000,000	Motorcycle Owners	+ \$10.00/M
2,500,000	Boat Owners	+ \$10.00/M
3,500,000	Intent to Purchase Auto by Make	+ \$10.00/M
1,000,000	Email Address	

ID NUMBERS

Manager ID	
NextMark ID	382575
mIn ID	382575
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line, Compiled lists, Opt-in e-mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/10/2013
New to Manager	01/28/2013
Counts Through	05/31/2019

DATA CARD MAINTENANCE

New To System	05/24/2013
"New to System"	06/11/2013
Announcement	
Last Update	06/03/2019
Next Update	07/02/2019
Update Frequency	MONTHLY

DESCRIPTION

Auto Data File by DSA is one of the largest most comprehensive vehicle owner file with Automobile, Boat and Motorcycle owners selectable by make, model year and more. One size doesn't fit all, so we have brought together numerous sources to fill your marketing campaign needs. Select from our compiled auto data file from dealerships, service centers, insurance, warranties, title services and manufacturers, co-op transactional file with product purchase selects, self reported online sources and others. File updates weekly and is NCOA's and CASS Verified.

Profile: 46% Female, 54% Male, Avg. HH Income \$35,000

Selects: Age, Gender, Income, Auto: Make, Model, Year, Motorcycle: Make, Model, Style. Boat: Make/Year, Length/Size, Type, Use: Private/Business. Company Owned Vehicle, Intent To Purchase Auto, Intent to Lease Vehicle, # of Vehicles in Household, Phone Numbers

Email: 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval.

2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line

PROFILE

Motorcycle Owner

Make

Model

Style

SELECTS

AVERAGE INCOME

Age	\$8.00/M	Value	\$35,000.00
Gender/Sex	\$8.00/M		
Geo/Geographical	\$8.00/M	MINIMUM ORDER	
Income Select	\$8.00/M	Minimum Quantity	10,000
Make, Model, Year	\$10.00/M	Minimum Price	\$500.00
Motorcycle Owner	NO CHARGE	COMMISSIONS	
Boat Owner	\$10.00/M	Broker	20%
Boat Length/Size	\$10.00/M	Agency	15%
Phone Numbers	\$10.00/M	NET NAME ARRANGEMENTS	
Company Owned	\$10.00/M	Net Name is allowed	
RV Owner	\$10.00/M	Floor	85%
Intent to Purchase Auto	\$10.00/M	Minimum Quantity	50,000
Intent to Lease Vehicle	\$10.00/M	Run Charges	\$15.00/M
# Of Vehicles In Household	\$10.00/M		
Credit Score Ranking	\$10.00/M		

MANAGER
DSA Direct, LLC

UNIT OF SALE
Average \$35.00

GENDER
Male 54%
Female 46%

EXCHANGES
Exchange is not allowed

REUSE
Reuse is allowed
Minimum Quantity 0
Run Charge

CANCELLATION
Charges \$100.00/F

CANCELLATION INSTRUCTIONS
Orders canceled 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.

KEY CODING
Key Coding is available
Charges \$2.00/M

ADDRESSING
FTP \$75.00/F
EMAIL \$75.00/F
RUN CHARGE \$8.00/M
Testing \$100.00/F

SPECIAL INSTRUCTIONS
Sample mail piece required for list owner approval. Prepayment required on new tests and all email orders. 10,000 Postal Minimum, 25,000 Email Minimum

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact