

Baby in the House Buyers by DSA Direct



Baby in the House Buyers by DSA consists of hotline multi-buyers of baby products. This mostly female buyer audience is purchasing infant and toddler apparel, baby care / health products, cribs, blankets, furnishings and more. File updates monthly and is selectable by buyers' age, number of purchases, avg. purchase and by product category.

SEGMENTS

1,358,341	Total Universe / Universe Rate	\$80.00/M
273,595	1 Mos. Hotline Buyers	+ \$10.00/M
449,192	3 Mos. Buyers	+ \$5.00/M
243,713	3 Mos. Buyers With POC by Age	+ \$10.00/M
1,358,341	12 Month Buyers	\$80.00/M
	Publisher / Fundraiser	+ \$65.00/M
	at Email Address	+ \$25.00/M

DESCRIPTION

Baby in the House Buyers by DSA consists of hotline multi-buyers of baby related products. This mostly female buyer audience is purchasing infant and toddler apparel, baby care / health products, cribs, blankets, furnishings and more. File updates monthly and is selectable by buyers' age, number of purchases, avg. purchase and by product category. When recency of specific baby purchase transactions are your best prospects include Baby in the House Buyers by DSA in your mail plans.

The buyers are mostly females between the ages of 18-45. Recency is derived from mail order transactional activity. Mailers can select donor or subscriber activity as well. File Available at Postal & Email Address

TEST INCENTIVE DEAL: 15,000 get \$80/M base with selects waived (except on ailment, ethnicity, political & religious affiliations)

Special Selects:

Age, Income, Marital Status, Children by Age Range, Donor, Homeowner, Product: Apparel, General Mdse, Toys, Furnishings, Infant/Toddler, Average Dollar Amount spent and Multi-Buyers

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

ID NUMBERS

Manager ID	
NextMark ID	359546
mIn ID	359546
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Multi-buyers, Buyers, Direct mail sold, mail order, donor, subscription transactions

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/23/2012
New to Manager	08/19/2010
Counts Through	03/31/2017

DATA CARD MAINTENANCE

New To System	10/23/2012
"New to System" Announcement	10/24/2012
Last Update	04/12/2017
Next Update	05/05/2017
Update Frequency	MONTHLY

PROFILE

Product Category (10.00/M)

*Christian Religious
 Inspirational Novelty
 Christmas/Holiday and Easter*

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$40,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Demographic	\$10.00/M	Minimum Quantity	10,000
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$0.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$10.00/M	Agency	15%
Income Select	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$10.00/M	Net Name is allowed	
Marital Status	\$10.00/M	Floor	85%
Multi Donor	\$10.00/M	Minimum Quantity	50,000
Product Category	\$10.00/M	Run Charges	\$8.00/M
Multi-Buyer: 2+, 3+	\$10.00/M	EXCHANGES	
MANAGER		Exchange is not allowed	
DSA Direct, LLC		REUSE	
UNIT OF SALE		Reuse is allowed	
Average	\$50.00	Minimum Quantity	0
GENDER		Run Charge	
Male	8%	CANCELLATION	
Female	90%	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.			
KEY CODING			
Key Coding is available			
		Charges	\$2.00/M
ADDRESSING			
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
SPECIAL INSTRUCTIONS			
Sample Mail Piece required on Tests for Approval. New Test and Email Orders require prepayment.			

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				