

Catalog Marketing Database by DSA



Catalog Marketing Database is a large database of transactional buyer activity from direct mail, catalogs, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources providing demographics and lifestyle attributes.

SEGMENTS

35,000,000	Total Universe / Universe Rate	\$75.00/M
390,000	1 Mos. Hotline Buyers - 1 Per Household	\$75.00/M
4,500,000	1 Mos. Female Buyers	\$75.00/M
3,500,000	1 Mos. Male Buyers	\$75.00/M
7,100,000	3 Mos. Buyers	\$75.00/M
71,398	3 Mos. Buyers w/Change of Address	\$75.00/M
2,800,000	3 Mos. Buyers Age 50+	\$75.00/M
2,900,000	3 Mos. Buyers & Identified Donors	\$75.00/M
25,000	Email Campaigns	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	388842
mIn ID	388842
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced, mail order, donor, subscription transactions

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	07/29/2013
New to Manager	08/19/2010
Counts Through	06/30/2017

DATA CARD MAINTENANCE

New To System	07/29/2013
"New to System"	07/30/2013
Announcement	
Last Update	07/24/2017
Next Update	08/07/2017
Update Frequency	MONTHLY

DESCRIPTION

[Catalog Marketing Database](#) is a large database of transactional buyer activity from direct mail, catalogs, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources providing demographics and lifestyle attributes. The recency is pulled from purchase activity to provide a truly responsive prospect. This a powerful responsive database providing marketers with targeted selects to reach their desired top prospects.

Provide your housefile as suppress and you can get names net of our housefile. Inquire for more details.

NOTE: FIRST TIME TEST ORDERS! \$75/M Base with selects included on 10M new test!

Exceptions include: Phone Numbers, Ethnic, religious politica1, ailment and credit scoring selects. Orders of 25M+ Get 75% net with \$8/M run chrgs!

Special Selects:

Product: Apparel: Women's, Men's, General Apparel, Automotive Accessories, Children, Cooking, Crafts, Food, Entertainment, Garden, Health Products, Leisure, Sports& Travel: Reading Interests: Bible/Devotional, Entertainment, Financial, Fashion, Health Publications, Spanish Publications, Sports & Travel. Donors by Category Cause, Self-Reported Ailments, Payment Method: Cash, Check, Credit Ranking thru Modeling, Monthly Installments and Cancel/Returns. Enhancements: Donors, Demographics, Lifestyle Interests, Ethnicity, Religious Affiliation, Political Affiliation. Source: Direct Mail, Telemarketing, DRTV, Online.

Demographics: 60% Female, 40% Male, Avg Age 50+, HH Income \$60K+

Phone Numbers: \$25/M

Script & San# required for approval. All telemarketing orders on a prepayment basis.

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Prepayment required on all email orders.

Modeling: \$25/M scoring fee
 25,000 Min. Rental Required, 10,000 Min. Sample File.
 Available: Good Customer Match, Mail File Regression
 4-6 Weeks for model build.

SELECTS

Geo/Geographical	\$6.00/M
Children by Age Range	\$10.00/M
Payment Method	\$10.00/M
Continuity Club Buyers	\$10.00/M
Donors by Category	\$10.00/M
DRTV Buyers	\$10.00/M
Dollar Amount - AP	\$8.00/M
Reading Interest	\$8.00/M
Book / Magazine Buyers	\$10.00/M
Ailment Data	\$15.00/M
Phone Number	\$25.00/M
Ethnic/Ethnicity	\$15.00/M
Product	\$10.00/M
Enhancement	\$10.00/M
Source	\$10.00/M
E-mail	\$25.00/M
Credit Data	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
---------	---------

GENDER

Male	40%
Female	60%

AVERAGE INCOME

Value	\$60,000.00
-------	-------------

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	\$8.00/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	\$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. Prepayment required on all Email & Telemarketing orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact