

Consumer Database by DSA



Consumer Email Database by DSA is a large multi sourced transactional file of consumers available for email campaigns, postal mailings and for Facebook Advertising. All emails are opting in to 3rd party offers. This file offers a great way to reach buyers of a variety of products, donors and subscribers by categories, with demographic and lifestyle selects at postal, email and on Facebook. Target prospects by the products they purchased and demographics thru multi-channels.

SEGMENTS

| | | |
|------------|-------------------------------------|------------|
| 10,425,000 | Total Universe / Universe Rate | \$65.00/M |
| 825,000 | 30-day Consumer Buyers | \$65.00/M |
| 525,000 | 90-day Consumer Buyers | \$65.00/M |
| 300,000 | 30-day Buyers of Womens Apparel | \$65.00/M |
| 2,500,000 | 30-day Buyers of Mens Apparel | \$65.00/M |
| 1,450,000 | 30-day Buyers of Children Gen. Mdse | \$65.00/M |
| 1,650,000 | 30-day Buyers of Beauty/Cosmetics | \$65.00/M |
| | Email Campaign Base Rate | \$65.00/M |
| | Facebook Digital Audience Base Rate | \$25.00/M |
| | Facebook Matching / Onboarding | + \$7.00/M |

DESCRIPTION

NEW PRICING! \$65/M Base *includes selects!

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Special Selects Available:

Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category such as Animal Welfare, Health, Political, Religious and Veteran Causes. Political Affiliation, Credit Score, Credit Card Type, Credit Lines, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Apparel, Women's Plus Size, Men's Apparel, Children's Products, Home Furnishings, Gardening, Beauty, Cosmetic, Health, Food/Beverage, Pet Owners, Pet Supplies, Home Improvements and more! Inquire. Selects included in Base Rate. (Except specialty selects: Ailment, Political & Religious Affiliation and Ethnicity)

EMAIL Campaigns

25,000 Minimum. Prepayment Required.

All emails are opted in to 3rd party offers that have been appended to this transactional file.

Creative must be supplied for pre-approval. Creative must contain client name and address. Creative must be supplied in text and HTML Format. Creative services available upon request. Client to supply subject line and test seed names/emails. House suppression file no chrg. up to 500M. Personalization available. Tracking Reports supplied with deployment. Follow up re-blasts available at discounted rates. Can send to opens/clicks with \$150/F set up fee. Re-blast with subject line changes only. Discounts available on multiple deployments.

PRICING: Postal or Email Prospecting: \$65/M base includes all selects except specialty selects. Campaign Management Services available for an additional charge.

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 425760 |
| mIn ID | 425760 |
| SRDS ID | |

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 01/19/2015 |
| New to Manager | 11/07/2014 |
| Counts Through | 03/31/2018 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 11/07/2014 |
| "New to System" | 01/20/2015 |
| Announcement | |
| Last Update | 04/03/2018 |
| Next Update | 05/08/2018 |
| Update Frequency | MONTHLY |

FACEBOOK ADVERTISING

We've matched our responsive Consumer Database Buyer file to active Facebook account holders. Marketers can select the audience from direct mail, online and space transactions and select by recency, product, gender, amount spent, age as well as a number of other select options from transactions or enhancements applied to the file. Once your select criteria has been determined, we match the buyers to Facebook audiences and onboard the audience on to your firms Facebook account. Marketers can run Facebook ads and, for an additional cost, can have a coinciding mailing to support the effort for greater response results.

Ad Formats

Marketers can select by Facebook formats such as Videos, Collections, Carousel, Slide Show, Single Image or Go to Ad.

The Process:

Select your segment, as you would a postal mailing. An example would be Last 3 month Female Buyers of Women's Plus Size Apparel with \$75+ Avg. Purchase. We match the records to active Facebook accounts and then post this audience to your Facebook account. Marketers are responsible for payment on the Consumer Database audience quantity posted to Facebook. In addition marketers provide payment directly to Facebook on the media buy costs incurred. If a postal mailing accompanies the campaign, list rental rates apply.

PRICING Facebook Advertising: \$25/M Digital Audience Base Rate, includes all selects (except specialty selects), \$7/M onboarding. Media fees are paid directly to Facebook. 50,000 Minimum.

| | | | |
|-------------------------|------------------|--|--------------------|
| SELECTS | | AVERAGE INCOME | |
| Age/Income | | Value | \$50,000.00 |
| Childs Age Range | | MINIMUM ORDER | |
| Demographic | | Minimum Quantity | 25,000 |
| Donor by Category Cause | | Minimum Price | \$1,250.00 |
| Ethnic/Ethnicity | \$10.00/M | COMMISSIONS | |
| Gender/Sex | | Broker | 20% |
| Geo/Geographical | | Agency | 15% |
| Home Owner | | NET NAME ARRANGEMENTS | |
| Income Select | | Net Name is not allowed | |
| Lifestyle | | EXCHANGES | |
| Marital Status | | Exchange is not allowed | |
| Multi Donor | | REUSE | |
| Presence of Child | | Reuse is allowed | |
| Product Category | | Minimum Quantity | 0 |
| Subscribers by Category | | Run Charge | |
| Multi-Buyer: 2+, 3+ | | CANCELLATION | |
| Novelty Products | | Charges | \$150.00/F |
| Subscriber Data | | CANCELLATION INSTRUCTIONS | |
| Donors by Category | | Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges. | |
| Party Affiliation | \$10.00/M | KEY CODING | |
| Religious Affiliation | \$10.00/M | Key Coding is available | |
| Email Campaign | | Charges | No charge |
| Facebook Match | \$7.00/M | ADDRESSING | |
| MANAGER | | Set Up Fee | \$150.00/F |
| DSA Direct, LLC | | SPECIAL INSTRUCTIONS | |
| UNIT OF SALE | | Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Email orders approved on | |
| Average | \$45.00 | | |
| GENDER | | | |
| Male | 35% | | |
| Female | 65% | | |

prepayment basis only.

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

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