

Consumer Email Database by DSA



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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

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	08/31/2017

DATA CARD MAINTENANCE

New To System	11/07/2014
"New to System" Announcement	01/20/2015
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

DESCRIPTION

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

Consumer Email Database by DSA is a large multi sourced transactional file of consumers at opt in to 3rd party offers email address. Reach buyers of a variety of products, donors and subscribers with demographic and lifestyle selects at their email address. Target prospects by the products they purchased, demographics and more!

Special Selects: Product Purchase Categories, Apparel, Beauty/Cosmetics, Children, Food, Gardening, Home décor, Furnishings, Craft/Collectibles, Jewelry, Luggage, Novelty Products: Nurses, Military Memorabilia, Wildlife, Religious, Subscriber Data: Children/Family, Cooking, Entertainment, Health, Home, Financial. Donors by Category; Animal Welfare, Children, Health, Religious, Veteran, Party Affiliation: Democrat, Republican, Ailments: Arthritis, Cardiac/Heart, Diabetes, Mobility, Demographic & Lifestyle enhancements are also available. Inquire!

Opt-in Email address data has been appended to this transactional file.

Order Specifications

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.

New Pricing! \$65/M base includes all selects except: Ailment, Ethnicity, Religious & Political Affiliation. Must Order 25M for \$65/M rate.

EMAIL MINIMUM: 25,000

Prepayment Required on all Email orders.

PROFILE

Donor by Category Cause

Animal Welfare	17,000	
Republican/Conservative	32,000	
Democratic/Liberal	36,000	
Art/Civic/Culture	20,000	
Health/Medical	21,000	
Environment/Conservation	30,000	
Children Causes	48,000	
Veteran Causes	14,000	

Novelty Products

- Nurses
- Military Memorabilia
- Wildlife
- Religious

Subscriber Data

- Children/Family
- Cooking
- Entertainment
- Health
- Home
- Financial

Donors by Category

- Animal Welfare
- Children
- Health
- Religious
- Veteran

Party Affiliation (10.00/M)

- Democrat
- Republican

Ailments (10.00/M)

- Arthritis
- Cardiac/Heart
- Diabetes
- Mobility
- Demographic & Lifestyle

SELECTS		AVERAGE INCOME	
Age		Value	\$50,000.00
Childs Age Range		MINIMUM ORDER	
Demographic		Minimum Quantity	25,000
Donor by Category Cause		Minimum Price	\$1,300.00
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			
Subscriber Data			
Donors by Category			
Party Affiliation	\$10.00/M		
Ailments	\$10.00/M		
Religious Affiliation	\$10.00/M		

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$45.00**

GENDER

Male **35%**
 Female **65%**

Charges **\$150.00/F**

CANCELLATION INSTRUCTIONS

Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges.

KEY CODING

Key Coding is available
 Charges **No charge**

ADDRESSING

Set Up Fee **\$150.00/F**

SPECIAL INSTRUCTIONS

Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Email orders approved on prepayment basis only.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact