

## DSA Credit Card Mail Order Buyers



DSA Credit Card Mail Order Buyers provides buyers by method of payment used in the transaction. Sourced thru a financial credit card processing firm, marketers can select by card type, such as Bank, Retail, In House Charge, Sub-Prime, Deferred Billing as well as by product category of purchase.

### SEGMENTS

|           |  |             |
|-----------|--|-------------|
| 4,225,000 | Total Universe / Universe Rate         | \$75.00/M   |
| 255,000   | 1 Mos. Credit Card Buyers              | \$90.00/M   |
| 600,000   | 3 Mos. Credit Card Buyers              | \$85.00/M   |
| 115,000   | 1 Mos. In House Credit Card Buyers     | + \$10.00/M |
| 160,000   | 1 Mos. Secured Credit Card Buyers      | + \$10.00/M |
| 50,000    | 1 Mos. Deferred Billing Payment Buyers | + \$10.00/M |
| 80,000    | 1 Mos. Declined Credit Card Buyers     | + \$10.00/M |
| 4,225,000 | 12 Mos. Credit Card Buyers             | \$75.00/M   |
|           | Email 25,000 Minimum                   | + \$25.00/M |
|           | Fundraiser Base Rate                   | \$65.00/M   |

### ID NUMBERS

|             |        |
|-------------|--------|
| Manager ID  |        |
| NextMark ID | 504597 |
| mIn ID      | 504597 |
| SRDS ID     |        |

### MEDIA TYPE

Consumer

### SOURCE

Internet/On-Line, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

|                |            |
|----------------|------------|
| Market Entry   | 03/22/2018 |
| New to Manager | 01/19/2017 |
| Counts Through | 01/31/2019 |

### DATA CARD MAINTENANCE

|                  |            |
|------------------|------------|
| New To System    | 03/22/2018 |
| "New to System"  | 03/23/2018 |
| Announcement     |            |
| Last Update      | 02/12/2019 |
| Next Update      | 03/08/2019 |
| Update Frequency | MONTHLY    |

### DESCRIPTION

**DSA Credit Card Mail Order Buyers** provides buyers by method of payment used in the transaction. Sourced thru a financial credit card processing firm, marketers can select by card type, such as Bank, Retail, In House Charge, Sub-Prime and Deferred Billing, as well as by product category of purchase.

Marketers can select direct mail only buyers or all sourced credit card buyers. By selecting type of card used in transaction, marketers can provide relevant offers geared towards their preferred credit choice. Card types such as sub-prime, secured, in-house charge, deferred payment, bank, gas or retail charge and more reveals their credit scoring, propensity for loyalty cards, preferred method of shop now and pay later and need for credit terms. Credit card declines are available where the transaction did not proceed. Product category purchased from is selectable as well as demographic and lifestyle selects to provide you with more in-depth segmentation options.

**Monthly Updates.** Email address are all opted in to third party offers.

**Profile:** 65% Female, 3 % Male, Avg Income: \$42K, Avg Age 45

**Special Selects:** Payment Type: House, Deferred, Bank, House Charge, Secured, Sub-Prime, Declined Credit Cards, Retailer Charge Cards. Birth Month/Year Adult & Child., Ailments: Diabetes, Arthritis, Cholesterol, Product Category: Apparel, Books, Children's Products, Collectibles, Cosmetics, Electronics, Food/Gift, Home Furnishings, Gardening, General Mdse, Gift/Housewares, Health/Fitness, Home Decor, Jewelry, Magazines/Publications. Adult Date of Birth and Phone Numbers available!

**Telemarketing:** Script required for approval, SAN# w/Expiration Date and Mailer company name info. All phone number provided are scrubbed prior to shipping. Scrub report required on all telemarketer users of the file.

**Email:** Minimum 25,000

All email addresses are all opted in to 3rd party offers.

Prepayment required on all email orders

### PROFILE

**Payment Type** (10.00/M)

House

Deferred

Bank

House Charge

Secured  
 Sub-Prime  
 Declined Credit Cards  
 Retailer Charge Cards  
 Birth Month/Year Adult and Child.

**Product Category (10.00/M)**

Apparel, Books  
 Children's Products  
 Collectibles  
 Cosmetics  
 Electronics  
 Food/Gift  
 Home Furnishings  
 Gardening  
 General Mdse  
 Gift/Housewares  
 Health/Fitness  
 Home Decor  
 Jewelry  
 Magazines/Publications  
 Adult Date of Birth  
 Phone Numbers

**Ailments**

Diabetes  
 Arthritis  
 Cholesterol

|                        |                |   |                    |
|------------------------|----------------|---|--------------------|
| <b>SELECTS</b>         |                | <b>AVERAGE INCOME</b>   |                    |
| Ailments               |                | Value   | <b>\$42,000.00</b> |
| <b>MANAGER</b>         |                | <b>MINIMUM ORDER</b>  |                    |
| <b>DSA Direct, LLC</b> |                | Minimum Quantity  | <b>10,000</b>      |
|                        |                | Minimum Price   | <b>\$500.00</b>    |
| <b>UNIT OF SALE</b>    |                | <b>COMMISSIONS</b>  |                    |
| Average                | <b>\$50.00</b> | Broker  | <b>20%</b>         |
| <b>GENDER</b>          |                | Agency  | <b>15%</b>         |
| Male                   | <b>35%</b>     | <b>NET NAME ARRANGEMENTS</b>  |                    |
| Female                 | <b>65%</b>     | <b>Net Name is allowed</b>  |                    |
|                        |                | Floor   | <b>85%</b>         |
|                        |                | Minimum Quantity  | <b>50,000</b>      |
|                        |                | Run Charges   | <b>\$8.00/M</b>    |
|                        |                | <b>EXCHANGES</b>  |                    |
|                        |                | <b>Exchange is not allowed</b>  |                    |
|                        |                | <b>REUSE</b>  |                    |
|                        |                | <b>Reuse is allowed</b>   |                    |
|                        |                | Minimum Quantity  | <b>0</b>           |
|                        |                | Run Charge  |                    |
|                        |                | <b>CANCELLATION</b>   |                    |
|                        |                | Charges   | <b>\$100.00/F</b>  |
|                        |                | <b>CANCELLATION INSTRUCTIONS</b>  |                    |
|                        |                | 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. |                    |
|                        |                | <b>KEY CODING</b>   |                    |
|                        |                | <b>Key Coding is available</b>  |                    |
|                        |                | Charges   | <b>\$3.00/M</b>    |

**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 new tests and all Email orders.

**CONTACTS**

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

★ = Primary contact