

DSA Credit Card Mail Order Buyers



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SEGMENTS

4,482,300	Total Universe / Universe Rate	\$75.00/M
4,482,300	12 Month Buyers	\$75.00/M
265,000	1 Month Buyers	\$90.00/M
615,000	3 Month Buyers	\$85.00/M
231,000	1 Mos. 1st Time New Credit Card Byrs	+ \$10.00/M
90,200	1 Mos. House Charge Card Buyers	+ \$10.00/M
183,500	1 Mos. Sub-Prime Credit Crd Byrs	+ \$10.00/M
246,600	1 Mos. Deferred Payment C.C.Byrs	+ \$10.00/M
210,600	1 Mos. Credit Card Declines	+ \$10.00/M
	Email Address	\$65.00/M
	Fundraisers	

ID NUMBERS

Manager ID	
NextMark ID	308018
mIn ID	308018
SRDS ID	937014-000

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Direct Mail Purchases/Credit Card Transactions/Ov

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry
New to Manager
Counts Through **09/30/2017**

DATA CARD MAINTENANCE

New To System **05/27/2011**
"New to System"
Announcement **06/09/2011**
Last Update **10/10/2017**
Next Update **11/07/2017**
Update Frequency **MONTHLY**

DESCRIPTION

DSA Credit Card Mail Order Buyers provides hotline financial payment transactional data with abundant product purchase information. Method of payment used and credit worthiness is selectable. The file is sourced from several comprehensive financial databases.

Marketers can select direct mail only buyers or all sourced buyers to increase the universe. Type of card used in transaction such as in house charge, deferred payment, bank, gas or retail charge and more is selectable. Credit Card Declines, Sub-Prime Credit Card users, credit scoring and retail charge card buyers from major stores is selectable. Product category buyer purchased from is selectable as well. The file is overlaid with demographic and lifestyle selects to provide more in-depth select options.

The file is now updated MONTHLY! Email address are all opted in to third party offers.

Profile: 55% Female, 45% Male, Avg Income: \$40K, Avg Age 45

Special Selects: Payment Type: House, Deferred, Bank, House Charge, 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 Orders: 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 Orders: Minimum 25,000

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

Prepayment required on all email orders.

Creative Requirements: HTML & Text format. Complete Creative must be approved prior to scheduling deployment date. Creative changes after initial testing phase, will incur \$100/F for each change. Creative Services available \$275/F. Creative must contain: Client name & address and unsubscribe link. Client to provide Subject Line information and Seed Email Addresses. All orders Include: 2 Test emails and Tracking Report with delivered, opens, click thru data. Suppression: \$5/M. Personalization is not available. Deployment: \$25/M

PROFILE

Age (8.00/M)

3 Month Female	225,000	
3 Month Male	150,000	

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

Ailments (15.00/M)

- Diabetes
- Arthritis
- Cholesterol

Payment Type

- House
- Deferred
- Bank
- House Charge
- Sub-Prime
- Declined Credit Cards
- Retailer Charge Cards

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Birth Month/Year	\$10.00/M	MINIMUM ORDER	
Credit Card Type	\$10.00/M	Minimum Quantity	10,000
Credit Card Declines	\$10.00/M	Minimum Price	\$500.00
Retail Credit Card	\$10.00/M	COMMISSIONS	
Credit Score Rating	\$20.00/M	Broker	20%
Ethnic/Ethnicity	\$10.00/M	Agency	15%
Product Category	\$10.00/M	NET NAME ARRANGEMENTS	
Ailments	\$15.00/M	Net Name is allowed	
Phone Number	\$25.00/M	Floor	85%
Gender	\$8.00/M	Minimum Quantity	50,000
Payment Type		Run Charges	\$15.00/M
Adult Date of Birth		EXCHANGES	
MANAGER		Exchange is not allowed	
DSA Direct, LLC			
UNIT OF SALE			
Average	\$50.00		

GENDER

Male 45%
 Female 55%

REUSE

Reuse is allowed
 Minimum Quantity 0
 Run Charge

CANCELLATION

Charges \$100.00/F

CANCELLATION INSTRUCTIONS

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$150/F cancel fee, \$15/M run charges & shipping/material fees.

KEY CODING

Key Coding is available
 Charges \$2.00/M

ADDRESSING

EMAIL \$75.00/F
 FTP \$75.00/F
 RUN CHARGE \$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece required for list owner approval. Prepayment on first time mailers. Prepayment on all telemarketing and email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact