

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

4,475,000	Total Universe / Universe Rate	\$75.00/M
265,000	1 Mos. Credit Card Buyers	\$90.00/M
615,000	3 Mos. Credit Card Buyers	\$85.00/M
125,000	1 Mos. In House Credit Card Buyers	+ \$10.00/M
165,000	1 Mos. Secured Credit Card Buyers	+ \$10.00/M
55,000	1 Mos. Deferred Billing Payment Buyers	+ \$10.00/M
85,000	1 Mos. Declined Credit Card Buyers	+ \$10.00/M
4,475,000	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	
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SOURCE

Internet/On-Line, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/22/2018
New to Manager	01/19/2017
Counts Through	05/31/2018

DATA CARD MAINTENANCE

New To System	03/22/2018
"New to System" Announcement	03/23/2018
Last Update	06/11/2018
Next Update	07/09/2018
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

SELECTS		AVERAGE INCOME	
Ailments		Value	\$42,000.00
MANAGER		MINIMUM ORDER	
DSA Direct, LLC		Minimum Quantity	10,000
		Minimum Price	\$500.00
UNIT OF SALE		COMMISSIONS	
Average	\$50.00	Broker	20%
GENDER		Agency	15%
Male	35%	NET NAME ARRANGEMENTS	
Female	65%	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	\$3.00/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 new tests and all Email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact