

DSA Modeling Services



DSA Modeling provides mailers with viable options for identifying best match prospects. By providing sample data, our modelers are able to match the audience profile against our large databases that have over 650 data points. Our processes then rank the records by top scoring on down. The scoring processes uses machine learning and takes into consideration a number of strong variables to help provide top prospects.

SEGMENTS

125,000,000	Total Universe / Universe Rate	\$85.00/M
25,000	Model Build - Good Customer Match	\$85.00/M
25,000	Model Build - Optimization Model	\$80.00/M

ID NUMBERS

Manager ID	
NextMark ID	489700
mIn ID	489700
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct response, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/15/2018
New to Manager	11/15/2017
Counts Through	04/30/2018

DATA CARD MAINTENANCE

New To System	11/15/2017
"New to System"	01/16/2018
Announcement	
Last Update	05/29/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

DESCRIPTION

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The modeling process is clean and efficient. Its accuracy in identifying prospects is uncanny. Personalized audiences can be created easily thru this advanced technology. Model gain reports are available supporting model validation. Detailed audience reports are available at additional costs.

Multiple models can be created based upon difference audience segments. Model builds are available within a week of customer audience sample provided or sooner. Model criteria is not static program, but rather can be re-built with each sample data uploaded. Model can identify geographic hot spots for mailers and can hone in on other attributes beyond traditional model pulls. A must for mailers seeking fresh new approach in prospecting.

Available:

Optimization of merge output
Look A Like
Response Modeling

Model Build Specifications

Customer Sample Data: 10,000 min.
Minimum Rental Order: 25,000
Model Build: 5-7 days

SELECTS

MANAGER

DSA Direct, LLC

GENDER

Male	53%
Female	47%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	25,000
Minimum Price	\$2,000.00

COMMISSIONS

Broker	15%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

Orders canceled after model build and approval to proceed will incur full charges.

KEY CODING

Key Coding is available

Charges	\$2.00/M
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ADDRESSING

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

SPECIAL INSTRUCTIONS

Prepayment required on new tests and All Email Orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact