

## DSA Modeling Services



DSA Modeling provides mailers with viable option to traditional modeling. By providing sample data, our modelers are able to match the audience profile. With a database of over 125 Million households and 600 data points, the ideal prospective customer profile is identified. No data contribution is needed for model builds. The proprietary modeling process is based upon machine learning thru artificial intelligence.

### 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	
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	12/31/2017

### DATA CARD MAINTENANCE

New To System	11/15/2017
"New to System"	
Announcement	
Last Update	01/15/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

### DESCRIPTION

**DSA Modeling Services** provides mailers with viable option to traditional modeling. By providing sample data, our modelers are able to match the audience profile. With a database of over 125 Million households and 600 data points, the ideal prospective customer profile is identified. No data contribution is needed for model builds. The proprietary modeling process is based upon machine learning thru artificial intelligence.

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. Model criteria is not static program, but rather can be re-built with each sample data uploaded. Model can identify geographic hotspots 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

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
		Value	not available
<b>MANAGER</b>		<b>MINIMUM ORDER</b>	
DSA Direct, LLC		Minimum Quantity	25,000
		Minimum Price	\$2,000.00
<b>GENDER</b>		<b>COMMISSIONS</b>	
Male	53%	Broker	15%
Female	47%	Agency	15%
		<b>NET NAME ARRANGEMENTS</b>	
		<b>Net Name is allowed</b>	
		Floor	85%
		Minimum Quantity	50,000
		Run Charges	\$8.00/M
		<b>EXCHANGES</b>	
		<b>Exchange is not allowed</b>	
		<b>REUSE</b>	
		<b>Please inquire</b>	
		<b>CANCELLATION</b>	
		Charges	\$100.00/F
		<b>CANCELLATION INSTRUCTIONS</b>	
		Orders canceled after model build and approval to proceed will incur full charges.	
		<b>KEY CODING</b>	
		<b>Key Coding is available</b>	
		Charges	\$2.00/M
		<b>ADDRESSING</b>	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Prepayment required on new tests and All Email Orders.	

<b>CONTACTS</b>				
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