

New Movers by GrayHair Direct Modeling



New Movers by GrayHair Direct Modeling is available for marketers to use to help identify their customized prospects that have recently moved. New Movers file consists of movers from one location to another and is updated on a weekly basis. Unlike other new mover files, this file is enhanced with the wealth of in-depth data provided by LiftBase Consumer Database Enhancements.

SEGMENTS

12,372,000	Total Universe / Universe Rate	\$85.00/M
12,372,000	12 Mos. LiftBase Consumers / New Movers	\$85.00/M
	Email Match	+ \$25.00/M
	Modeling: 50M Min. Scoring Fee	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	468862
mIn ID	468862
SRDS ID	

MEDIA TYPE

Business and Consumer	
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SOURCE

Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/19/2016
New to Manager	10/18/2011
Counts Through	12/31/2016

DATA CARD MAINTENANCE

New To System	10/19/2016
"New to System" Announcement	10/20/2016
Last Update	01/17/2017
Next Update	02/10/2017
Update Frequency	MONTHLY

DESCRIPTION

New Movers by GrayHair Direct Modeling is available for marketers to use to help identify their customized prospects that have recently moved. New Movers file by GrayHair Direct consists of movers from one location to another and is updated on a weekly basis. Unlike other new mover files, this file is enhanced with the wealth of in-depth data provided by LiftBase Consumer Database Enhancements. Prime prospect audiences identified are scored best to least.

Modeling new movers reaches prime prospects at a pivotal time with targeted offers. This file is highly recommended for credit card offers, insurance, financial, home furnishings, garden products/services, memberships, publishers, housewares, non-profits and general merchandise offers.

Demographics: 43% Male, 46% Female, Avg Age 36, Avg HH Income \$60K, Mostly Homeowners

Facebook Ad! Available on matched New Movers by GrayHair Direct records for \$25/M plus media buy cost. Inquire for details!

Modeling:

50,000 Minimum Rental Order \$25/M Scoring Fee 4-6 Weeks for Model Build

Type of Modeling Available:

- Good Customer Match Model – The sample housefile data provided by the mailer is matched to the New Mover file. The matching records are appended with Liftbase Enhancements and a profile of top similar elements is identified and scored to ranked highest similarity to least.

Additional Modeling Options:

* New Mover data can be shipped to your favorite co-op for modeling. Mailers pay on names mailed and \$10/M run chrgs on unused names. Old address and new address information is sent to enable records to be matched.

SELECTS

Email Match	\$25.00/M
Model Scoring Fee	\$25.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	43%
Female	46%

AVERAGE INCOME

Value	\$60,000.00
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MINIMUM ORDER

Minimum Quantity	50,000
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity	3,000
Run Charge	

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

Orders canceled 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.

KEY CODING

Key Coding is available

Charges	\$3.00/M
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ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for Approval.
Prepayment on first time orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact