

New Movers on FACEBOOK by GrayHair Direct



New Movers on FACEBOOK by GrayHair Direct offers you the unique opportunity to market to New Movers when they are on their Facebook Account. Facebook is a leader in social media. We've matched our unique new movers to Facebook account holders for marketers to reach well targeted audiences using social media in addition to their postal address for more effective multi-channel prospecting.

SEGMENTS

5,500,000	Total Universe / Universe Rate	\$25.00/M
150,000	Weekly Hotline New Movers	\$25.00/M
1,100,000	1 Mos. New Movers on Facebook	\$25.00/M
2,500,000	3 Mos. New Movers on Facebook	\$25.00/M
5,500,000	12 Mos. New Movers On Facebook	\$25.00/M
	Facebook Matching/Onboarding	+ \$7.00/M
	FACEBOOK Media Buy Fee Add'l	

ID NUMBERS

Manager ID	
NextMark ID	430215
mIn ID	430215
SRDS ID	

MEDIA TYPE

Business and Consumer



SOURCE

Compiled lists, Masterfile enhanced, Direct mail sold, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/09/2015
New to Manager	10/18/2011
Counts Through	03/31/2018

DATA CARD MAINTENANCE

New To System	01/29/2015
"New to System"	02/10/2015
Announcement	
Last Update	04/12/2018
Next Update	05/04/2018
Update Frequency	WEEKLY

DESCRIPTION

New Movers on FACEBOOK by GrayHair Direct offers you the unique opportunity to market to New Movers when they are on their **FACEBOOK** Account. **FACEBOOK** is a leader in social media. We've matched our unique new movers to **FACEBOOK** account holders for marketers to reach well targeted audiences using social media in addition to their postal address for more effective multi-channel prospecting.

Marketers can reach prospects at a pivotal time on their social media accounts. Marketers can select their desired audience by using the various enhancement selects offered on new movers file. New Movers on FACEBOOK is highly recommended for home furnishings, decor, home improvement offers, retailers, credit card offers, insurance, financial institutions, garden products/services, memberships, publishers, housewares, non-profits and general merchandise offers.

Facebook Ad Formats: Video's, Collections, Carousel, Slide Show, Single Image or Go To ad

Special Selects Available: Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Credit Lines, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Apparel, Beauty, Books, Cosmetics, Children, Health, Home Furnishings, Gardening, Home Improvements, Pet Products, Magazines and more! Inquire. Selects included in Base Rate except Specialty Selects: Ailments, Ethnicity, Religious & Political Affiliation)

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

PRICING

\$25/M Digital Audience Base Rate, includes all selects (except specialty selects) \$7/M matching / onboarding. Media fees are paid directly to Facebook. Minimum Facebook Ad Qty: 50,000

SELECTS

Age/Income
 Demographic & Lifestyle
 Ethnic/Ethnicity
 Donors by Category
 Presence of Children
 Birth Month/Year
 Credit Scoring
 Mortgage Holder
 Home Value
 Readers Interest
 Subscribers by Category
 Product Purchase Category
 Marital Status
 Home ownership vs Renters
 Credit Lines
 Net Worth
 Education Level
 Occupation
 Transactional Buyer Activity
 Product Categories such as Children
 Home Furnishings
 Gardeni Prod. Byrs
 Window Treatment Byrs
 Move Date
 Facebook Format

MANAGER

DSA Direct, LLC

GENDER

Male **43%**
 Female **46%**

AVERAGE INCOME

Value **\$60,000.00**

MINIMUM ORDER

Minimum Quantity **50,000**
 Minimum Price **\$1,250.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

After order received and in production, cancelation will incur \$150/F fee. Orders canceled after initial test emails will incur full charges.

KEY CODING

Key Coding is not available

ADDRESSING

SPECIAL INSTRUCTIONS

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

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact