

## 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	\$40.00/M
150,000	Weekly Hotline New Movers	\$40.00/M
1,100,000	1 Mos. New Movers on Facebook	\$40.00/M
2,500,000	3 Mos. New Movers on Facebook	\$40.00/M
5,500,000	12 Mos. New Movers On Facebook	\$40.00/M
	Facebook Acct. Match Fee	+ \$25.00/M
	FACEBOOK Media Buy Fee Additional	

### 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	04/30/2016

### DATA CARD MAINTENANCE

New To System	01/29/2015
"New to System"	02/10/2015
Announcement	
Last Update	05/13/2016
Next Update	06/10/2016
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.

FACEBOOK runs ads online to these selected matched records and clients pay FACEBOOK Media Costs determined by bid rates. Client can use current ads they are running on FACEBOOK or submit new creative. GrayHair Direct manages data solutions and provides address management services for major firms. The COA/New Mover Data information is very accurate and extremely hotline! GrayHair Direct is ahead of most other change of address/new mover providers and now offers social media marketing opportunities!

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.

**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 Children, Home Furnishings, Gardening, Home Improvements and more! Inquire. Selects included in Base Rate.

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

**PRICING**

Marketers pay \$40/M base rate with no select fees on the file, \$25/M FACEBOOK on boarding/match fee and FACEBOOK Media Buy rates which is done through a bidding process. Marketers with ads on FACEBOOK may already be familiar with this bidding process, if so, implementation of targeted marketing to new movers is seamless. Contact DSA Direct for information on how you can target ads on FACEBOOK.

**PROFILE**

**Special Selects**

- 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*
- Children*
- Home Furnishings*
- Gardening*
- Home Improvements*

**SELECTS**

- Mail Order Buyers
- Credit Card Type
- Ethnic/Ethnicity
- Political Affiliation
- Income Select
- Birth Month/Year
- Credit Scoring
- Mortgage Holder
- Home Value
- Donor by Category Cause
- Subscribers by Category
- Product Purchase Category
- Adult Age
- Individual Income

**AVERAGE INCOME**

Value **\$60,000.00**

**MINIMUM ORDER**

Minimum Quantity **15,000**  
 Minimum Price **\$650.00**

**COMMISSIONS**

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

**NET NAME ARRANGEMENTS**

**Net Name is not allowed**

**EXCHANGES**

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  
 Special Selects  
 Demographics

**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

**MANAGER**

**DSA Direct, LLC**

**GENDER**

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

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact