

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	
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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	05/31/2017

DATA CARD MAINTENANCE

New To System	01/29/2015
"New to System" Announcement	02/10/2015
Last Update	06/07/2017
Next Update	07/07/2017
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
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★ = Primary contact