

**Orchard Brands - Liftbase Consumer Enhancement**



With the Orchard Brands LiftBase Consumer Enhancement Masterfile get avid shoppers purchasing from Orchard Brands and from a transactional Database appended to the file. They are avid multi-buyers open to shopping from a variety of places. Orchard Brands stable of catalog and eCommerce businesses offers clothing, home solutions and gifts for the whole family.

**SEGMENTS**

3,510,302	Total Universe / Universe Rate	\$80.00/M
157,490	1 Mos LiftBase & Orchard Brands Buyers	\$95.00/M
1,144,169	3 Mos LiftBase & Orchard Brands Buyers	\$90.00/M
1,621,399	6 Mos LiftBase & Orchard Brands Buyers	\$85.00/M
3,510,302	12 Mos LiftBase & Orchard Brands Buyers	\$80.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Match	+ \$25.00/M
	Modeling 50,000 Min.	+ \$25.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	465370
mIn ID	465370
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Multi-buyers, Masterfile enhanced, Cash buyers, Gift buyers, Direct mail sold, Buyers, Catalog

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	08/04/2016
New to Manager	
Counts Through	05/31/2017

**DATA CARD MAINTENANCE**

New To System	08/04/2016
"New to System" Announcement	08/05/2016
Last Update	06/07/2017
Next Update	07/07/2017
Update Frequency	MONTHLY

**DESCRIPTION**

With the **Orchard Brands LiftBase Consumer Enhancement Masterfile** get multi-buyers purchasing from Orchard Brands titles and from a transactional Database appended to the file. Recency of purchase can be selected from the LiftBase hotline and/or from Orchard Brands Masterfile hotline. They are avid multi-buyers open to shopping from a variety of places. Orchard Brands stable of catalog and eCommerce businesses offers clothing, home solutions and gifts for the whole family. They are a favorite among a mostly mature females.

Orchard Brands titles include **Blair, Haband, Draper's & Damon's, Gold Violin, LinenSource, Old Pueblo Traders and Norm Thompson; full listing below.**

Orchard offers great value, quality merchandise, easy payment options and products geared towards a mostly age 55+ audience. Marketers can select # of purchases by category, age, income, identified donors and more to select their most desirable prospect.

Profile: 72% Female, 20% Male, Avg. Age 55+ Avg. Sale \$50, Avg. HH Income: \$43,000

Special Selects: File has several overlays applied to data. Demographic, Lifestyle, Cooperative Database Activity, Self-Reported & Donor transactions and Ethnicity, Selects: Age, Income, POC, Children by age, gender and birth month, and Adults by birth month, buying activity from cooperative database activity by product, by category, number of purchases, average or last purchase dollar amount spent. Political Party: Republican, Democrat, Liberal, Conservative. Religious Affiliation: Jewish, Catholic's and Elderly Parent in Household. Inquire for additional select options.

Ailment Data: Allergies, Arthritis, Diabetes, Senior Needs/Disabled, Orthopedic concerns.

Facebook Ad! Available on matched Orchard Brands Buyer records for \$25/M plus media buy cost. Inquire for details!

Modeling: Types: Good Customer Match, Regression. Date Required: 100M Minimum Order Qty:

50M, \$25/M Scoring Fee. Model Build: 4-6 Weeks

MAILERS CAN APPLY WILAND BUILT MODELS TO THE ORCHARD BRANDS MASTERFILE!

View Brands Online at [www.orchardbrands.com](http://www.orchardbrands.com) or [www.bluestem.com](http://www.bluestem.com)

Orchard Brand Titles: Appleseed's, Bedford Fair, Blair Home, Blair Mens/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Mens/Ladies, Lew Magram, Linen Source, Monterey Bay, Norm Thompson, Old Pueblo Traders, Regalia, Sahalie, Solutions, Tog Shop, Value Showcase, Willow Ridge, Wintersilks. (not all the titles are mailing or contributing hotline buyers to the file)

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$43,000.00
Childs Age Range	\$10.00/M	<b>MINIMUM ORDER</b>	
Dollar Amt. Avg Purch	\$8.00/M	Minimum Quantity	7,500
Donor by Category Cause	\$10.00/M	Minimum Price	\$500.00
Adult Age; Month/Year	\$10.00/M	<b>COMMISSIONS</b>	
Demographic	\$10.00/M	Broker	20%
Ethnicity	\$15.00/M	Agency	15%
Gender	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Geo/Geographical	\$8.00/M	<b>Net Name is allowed</b>	
House Charge Card Byrs	\$8.00/M	Floor	85%
Income	\$10.00/M	Minimum Quantity	50,000
Lifestyle Interests	\$8.00/M	Run Charges	\$8.00/M
Presence of Child	\$10.00/M	<b>EXCHANGES</b>	
Product Categories	\$10.00/M	<b>Exchange is not allowed</b>	
Interest in Grandchildren	\$8.00/M	<b>REUSE</b>	
Model Scoring Fee	\$25.00/M	<b>Reuse is allowed</b>	
Political Party Affiliation	\$15.00/M	Minimum Quantity	0
Religious Affiliation	\$15.00/M	Run Charge	
Ailments	\$15.00/M	<b>CANCELLATION</b>	
Facebook Ad Match	\$25.00/M	Charges	\$100.00/F
<b>MANAGER</b>		<b>CANCELLATION INSTRUCTIONS</b>	
DSA Direct, LLC		Orders cancellation after mail date and/or merge will be at full rental rate; no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M cancel run charges & shipping/material fees.	
<b>UNIT OF SALE</b>		<b>KEY CODING</b>	
Average	\$65.00	<b>Key Coding is available</b>	
<b>GENDER</b>		Charges	\$2.00/M
Male	20%	<b>ADDRESSING</b>	
Female	72%	EMAIL	\$75.00/F
		FTP	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Sample mail piece required on all tests or continuations with a changed creative. Prepayment on first time mailers.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	
★ = Primary contact				

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