

Orchard Brands Buyers on FACEBOOK



Orchard Brands Buyers on FACEBOOK offers you the unique opportunity to market your offer to avid Orchard Brands buyers of apparel, accessories, general merchandise and home décor on active Facebook Accounts.

SEGMENTS

2,726,002	Total Universe / Universe Rate	\$25.00/M
552,371	1 Mos Buyers on Facebook	\$25.00/M
1,109,259	3 Mos Buyers on Facebook	\$25.00/M
2,726,002	12 Mos Buyers on Facebook	\$25.00/M
899,000	3 Mos Byrs on Facebook Age 60+	\$25.00/M
857,000	3 Mos Buyers / Donors on FB	\$25.00/M
197,000	3 Mos Male Buyers on FB	\$25.00/M
274,000	3 Mos Byrs w/Grandchildren on FB	\$25.00/M
103,000	3 Mos House Chrg Crd Byrs on FB	\$25.00/M
	Facebook Onboarding	+ \$7.00/M
	FACEBOOK Media Buy Fee Add'l	+

DESCRIPTION

UPDATED!

Orchard Brands Buyers on FACEBOOK offers you the unique opportunity to market your offer to avid Orchard Brands buyers of apparel, accessories, general merchandise, and home décor on active Facebook Accounts.

We've matched our responsive Orchard Brands Buyers to active Facebook account holders. Marketers can select the audience from specific purchases from Orchard Brands catalog titles, such as, gender, amount spent, method of payment as well as enhancements such as, identified donors, presence of children and ethnicity. We then match our buyers to Facebook audiences and onboard this audience on to your firms Facebook account. Marketers can run Facebook ads and, for an additional cost, have a coinciding mailing to support the effort for greater response results.

Ad Formats

Marketers can select by Facebook formats such as Videos, Collections, Carousel, Slide Show, Single Image or Go to Ad.

The Process:

Select your segment, as you would a postal mailing. An example would be Last 3 month Female Buyers with \$75+ Avg. Purchase, Health Product Buyers. We match the records to active Facebook accounts and then post this audience to your Facebook account. Marketers are responsible for payment on the Orchard Brands audience quantity posted to Facebook. In addition marketers provide payment directly to Facebook on the media buy costs incurred. If a postal mailing accompanies the campaign, list rental rates apply.

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,

ID NUMBERS

Manager ID	
NextMark ID	431149
mIn ID	431149
SRDS ID	

MEDIA TYPE

Business and Consumer



SOURCE

Masterfile enhanced, Direct mail sold, Buyers, Catalog

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/05/2015
New to Manager	10/18/2011
Counts Through	03/31/2018

DATA CARD MAINTENANCE

New To System	02/12/2015
"New to System" Announcement	03/06/2015
Last Update	04/12/2018
Next Update	05/04/2018
Update Frequency	MONTHLY

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

Pricing: Facebook/Orchard Audience: \$25/M Base Rate, \$7/M Match/Onboarding. Media Ad fees are paid separately to Facebook directly

Demographics: 72% Female, 20% Male, Avg Age 55+, Avg HH Income \$43K, Mostly Homeowners

View Orchard Brands Titles at www.OrchardBrand.net

Orchard Brand Titles: Applesed's, Bedford Fair, Blair Home, Blair Men's/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Men's/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	
Demographic and Lifestyle		Value	\$43,000.00
Age/Income		MINIMUM ORDER	
Ethnic/Ethnicity		Minimum Quantity	50,000
Children by Age Range		Minimum Price	\$1,250.00
Donors by Category		COMMISSIONS	
Method of Payment		Broker	20%
Product Category		Agency	15%
Readers by Interest		NET NAME ARRANGEMENTS	
Facebook Format		Net Name is not allowed	
MANAGER		EXCHANGES	
DSA Direct, LLC		Exchange is not allowed	
UNIT OF SALE		REUSE	
Average	\$50.00	Reuse is not allowed	
GENDER		CANCELLATION	
Male	20%	Charges	
Female	72%	\$150.00/F	
		CANCELLATION INSTRUCTIONS	
		After order received and in production, cancelation will incur \$150/F fee. Orders canceled after initial onboarding 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 FB ad orders.	

CONTACTS				
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