

Orchard Brands Buyers on FACEBOOK



Orchard Brands Buyers on FACEBOOK offers you the unique opportunity to market to avid buyers of apparel, accessories, general merchandise, home décor and more when they are on their Facebook Account. Facebook is a leader in social media now offers marketers the ability to precisely target their ideal prospect!

SEGMENTS

2,726,002	Total Universe / Universe Rate	\$50.00/M
552,371	1 Mos Buyers on Facebook	\$50.00/M
1,109,259	3 Mos Buyers on Facebook	\$50.00/M
2,726,002	12 Mos Buyers on Facebook	\$50.00/M
899,000	3 Mos Byrs on Facebook Age 60+	\$50.00/M
857,000	3 Mos Buyers / Donors on FB	\$50.00/M
197,000	3 Mos Male Buyers on FB	\$50.00/M
274,000	3 Mos Byrs w/Grandchildre on FB	\$50.00/M
103,000	3 Mos House Chrg Crd Byrs on FB	\$50.00/M
	Facebook Acct. Match Fee	+ \$25.00/M
	FACEBOOK Media Buy Fee Add'l	+

DESCRIPTION

Orchard Brands Buyers on FACEBOOK offers you the unique opportunity to market to avid buyers of apparel, accessories, general merchandise, home décor and more when they are on their Facebook Account. Facebook is a leader in social media. We've matched our responsive buyers to Facebook account holders for marketers to reach well targeted audiences using social media in addition to their postal address for more effective multichannel prospecting.

FACEBOOK runs ads online to these selected matched records. Media buy fees are paid directly to FACEBOOK. FACEBOOK Media Costs are determined by bid rates. Clients can use current ads they are running on FACEBOOK or submit new creative. Marketing offers to the Orchard Brands Masterfile provides marketers with proven product buyers of clothing, accessories, footwear, home and health products for men and women. You can select your audience using the files enhancement selects providing demographics, lifestyle interests, cooperative database transactional activity, donor & subscriber data. Reach your prospective audience on their FACEBOOK account and coordinate a mailing to them for a full mutli-channel campaign.

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

PRICING:

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	03/31/2016

DATA CARD MAINTENANCE

New To System	02/12/2015
"New to System"	03/06/2015
Announcement	
Last Update	04/07/2016
Next Update	05/06/2016
Update Frequency	MONTHLY

Marketers pay: \$50/M base rate which includes CAMPAIGN MANAGEMENT FEE. \$25/M FACEBOOK on boarding/match fee, Media buy rates are paid directly to 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.

SELECTS		AVERAGE INCOME	
MANAGER		Value	not available
DSA Direct, LLC		MINIMUM ORDER	
UNIT OF SALE		Minimum Quantity	25,000
Average	\$50.00	Minimum Price	\$650.00
GENDER		COMMISSIONS	
Male	20%	Broker	20%
Female	72%	Agency	15%
		NET NAME ARRANGEMENTS	
		Net Name is not allowed	
		EXCHANGES	
		Exchange is not allowed	
		REUSE	
		Reuse is not allowed	
		CANCELLATION	
		Charges	\$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	
		FTP	\$75.00/F
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece Required for Approval. Prepayment on first time orders. Prepayment required on FB ad orders.	

CONTACTS				
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