

Orchard Brands Masterfile KBM I-Behavior Modeling



Orchard Brands Masterfile - KBM models can be applied to the Orchard Brands Masterfile direct response buyer file. Orchard Brands is a premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from their consumer catalogs. Target your best prospects using your proven model and get net of housefile!

SEGMENTS

2,680,900	Total Universe / Universe Rate	\$75.00/M
536,800	1 Month Buyers	\$75.00/M
1,265,204	3 Month Buyers	\$75.00/M
1,789,727	6 Month Buyers	\$75.00/M
2,680,900	12 Month Buyers	\$75.00/M
	Cataloger Base Rate	\$85.00/M
	KBM Cross Model Fee	+ \$30.00/M

ID NUMBERS

Manager ID	
NextMark ID	423927
mIn ID	423927
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/22/2014
New to Manager	
Counts Through	01/31/2016

DATA CARD MAINTENANCE

New To System	10/09/2014
"New to System"	12/23/2014
Announcement	
Last Update	02/25/2016
Next Update	03/07/2016
Update Frequency	MONTHLY

DESCRIPTION

Orchard Brands Masterfile - KBM Modeling. KBM **formerly I-Behavior** models can be applied to the Orchard Brands direct response buyer file. Orchard Brands is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from their consumer catalogs. Mailers can now have their I-Behavior build model applied to the [Orchard Brands Masterfile](#).

[Orchard Brands Masterfile - KBM Model](#) file consists of a number of the Orchard Brands titles. Only members of KBM can have their model built by KBM applied to the masterfile to identify their best prospects. Prospects are grouped into buckets of ranking from highest to lowest scoring. With over 3 million records, marketers are sure to gain a tremendous universe of very well qualified prospects.

KBM Models can identify Best List Donors/Buyers/Subscribers, Best Look A Like Customer and more. Get the proven direct mail buyers from Orchard Brands and extract your best prospect profile using your Co-Op Model. Orders are net of housefile and deduped against your prospect files. A great way to find qualified prospects with a clear strategy.

Model Scoring: Cross Member Modeling Cost \$30/M Minimum Order: 15M 20% broker commission on KBM Model Orders.

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

15% Broker Commission

SELECTS

KBM Cross Modeling **\$30.00/M**

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$65.00**

GENDER

Male **20%**
Female **72%**

AVERAGE INCOME

Value **\$43,000.00**

MINIMUM ORDER

Minimum Quantity **15,000**
Minimum Price **\$500.00**

COMMISSIONS

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

NET NAME ARRANGEMENTS

Net Name is allowed
Floor **85%**
Minimum Quantity **50,000**
Run Charges **\$8.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed
Minimum Quantity **0**
Run Charge

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

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.

KEY CODING

Key Coding is available
Charges **\$2.00/M**

ADDRESSING

EMAIL **\$75.00/F**
FTP **\$75.00/F**
RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS

Sample mail piece required on all tests or continuations with a changed creative. Prepayment on first time mailers. 15% Broker Commission on KBM Model Orders

CONTACTS

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