

Orchard Brands Masterfile Modeling



Orchard Brands Masterfile Modeling is available for marketers to use to help identify their customized prospects. Orchard Brands file consists of millions of mostly mature female buyers purchasing apparel, accessories, health, home and gift products. With the wealth of in-depth data provided by LiftBase Consumer Database Enhancements on the Orchard Brands Masterfile, prime prospect audiences are identified and scored best to least.

SEGMENTS

4,407,656	Total Universe / Universe Rate	\$80.00/M
4,407,656	12 Month Buyers	\$80.00/M
	Email Match	+ \$25.00/M
	Modeling: 50M Min. Scoring Fee	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	472986
mIn ID	472986
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/17/2017
New to Manager	
Counts Through	05/31/2017

DATA CARD MAINTENANCE

New To System	01/17/2017
"New to System"	01/18/2017
Announcement	
Last Update	06/07/2017
Next Update	07/07/2017
Update Frequency	MONTHLY

DESCRIPTION

Orchard Brands Masterfile Modeling is available for marketers to use to help identify their customized prospects. Orchard Brands file consists of millions of mostly mature female buyers purchasing apparel, accessories, health, home and gift products. Mailers provide a sampling of their housefile and with the wealth of in-depth data provided by LiftBase Consumer Database Enhancements on the Orchard Brands Masterfile a prime prospect audience is identified and scored best to least.

This large Masterfile consists of unduplicated buyers from catalogs such as Blair, Haband, Gold Violin, LinenSource, Old Pueblo Traders and Norm Thompson; a full listing is below. The audience is mostly female shoppers age 55. The file has been overlaid with several quality enhancement products to provide mailers with ample select options to best define their prospect! Enhancements include Demographic, Lifestyle Interests, Cooperative Database Product Purchase Transactions, Donor Transactions and Credit/ Financial Scoring.

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

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

Modeling:

50,000 Minimum Rental Order \$25/M Scoring Fee 4-6 Weeks for Model Build

Types of Modeling Available:

- **Good Customer Match Model** – The sample housefile data provided by the mailer is matched to the Orchard Brands Enhanced Masterfile. The matching records are appended with Liftbase Enhancements and a profile of top similar elements is identified and scored to ranked highest similarity to least.
- **Regression Model** – The mailer supplies the mail files of prior mailings and their housefile. This data provides a clear picture of those prospects mailed to versus those that did not. The data is then matched to the Orchard Brands Enhanced file with Liftbase attributes appended. A profile is then created to identify audiences by highest ranking to least. This modeling process is more in-depth and provides a greater amount to statistical data to base rankings.

Additional Modeling Options:

- * **Wiland Modeling Available.** Mailers part of Wiland can have their Wiland Model applied to Orchard Brands Masterfile.
- * Modeling using Epsilon, Oracle, KBM is available. Inquire for pricing.

View Brands Online at www.orchardbrands.com www.bluestem.com

Orchard Brand Titles: Appleseed'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	
Email Match	\$25.00/M	Value	\$43,000.00
Model Scoring Fee	\$25.00/M		
MANAGER		MINIMUM ORDER	
DSA Direct, LLC		Minimum Quantity	50,000
		Minimum Price	\$500.00
UNIT OF SALE		COMMISSIONS	
Average	\$50.00	Broker	20%
		Agency	15%
GENDER		NET NAME ARRANGEMENTS	
Male	20%	Net Name is allowed	
Female	72%	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.	

CONTACTS				
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