

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 | |
| 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 | 12/31/2016 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 01/17/2017 |
| "New to System" | |
| Announcement | |
| Last Update | 01/17/2017 |
| Next Update | 02/10/2017 |
| 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 | \$65.00 | 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 | | | | |
|---|-----------------|---------------------------|----------------|-----|
| Contact Name | Role | Email | Phone | Fax |
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| ★ = Primary contact | | | | |