

## Pampered Pooch Pet Product Buyers by DSA



Pampered Pooch Pet Product Buyers by DSA are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. Pampered Pooch Pet Product Buyers is a select off of the large comprehensive masterfile called, American Consumer Database.

### SEGMENTS

65,700	Total Universe / Universe Rate	\$75.00/M
12,500	1 Mos. Pet Product Buyers	\$90.00/M
29,098	3 Mos. Pet Product Buyers	\$85.00/M
49,244	6 Mos. Pet Product Buyers	\$80.00/M
65,700	12 Mos. Pet Product Buyers	\$75.00/M
14,640	3 Mos \$25+ Pet Prod. Byrs / Donors	+ \$10.00/M
	At EMail Address	\$85.00/M

### DESCRIPTION

**Pampered Pooch Pet Product Buyers by DSA** are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. Pampered Pooch Pet Product Buyers is a select off of the large comprehensive masterfile called, American Consumer Database.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains subscriber and donor activity on each record. Mailers can select buyers and subscribers to fashion publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

**Special Selects:** # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Marital Status, Dog or Cat Owners, Reader Interest, Women's Fashion, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

**Opt-in Email address** data has been appended to this transactional file.

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

### ID NUMBERS

Manager ID	
NextMark ID	421636
mIn ID	421636
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Direct mail sold, Multi Sourced, Buyers, Multi-buyers, Catalog

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	09/08/2014
New to Manager	09/01/2014
Counts Through	03/31/2016

### DATA CARD MAINTENANCE

New To System	09/08/2014
"New to System"	09/09/2014
Announcement	
Last Update	04/06/2016
Next Update	04/15/2016
Update Frequency	MONTHLY

**MINIMUM:** 7,500 postal mailing

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Dollar Amount - AP	\$8.00/M	Value	\$45,000.00
Number of Purchases	\$8.00/M	<b>MINIMUM ORDER</b>	
Demographic	\$8.00/M	Minimum Quantity	10,000
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$450.00
Gender/Sex	\$8.00/M	<b>COMMISSIONS</b>	
Geo/Geographical	\$8.00/M	Broker	20%
Age/Income	\$8.00/M	Agency	15%
Lifestyle	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Marital Status	\$8.00/M	<b>Net Name is allowed</b>	
Reader Interest	\$8.00/M	Floor	85%
Multi-Buyers	\$8.00/M	Minimum Quantity	50,000
Presence of Children	\$8.00/M	Run Charges	\$15.00/M
Credit Card Buyers	\$8.00/M	<b>EXCHANGES</b>	
Product Categories	\$8.00/M	<b>Exchange is not allowed</b>	
Cat or Dog Pet Owner	\$8.00/M	<b>REUSE</b>	
Womens Fashion		<b>Reuse is allowed</b>	
Health		Minimum Quantity	0
Home Products		Run Charge	
House Charge Card		<b>CANCELLATION</b>	
Cash Purchase Method		Charges	\$100.00/F
<b>MANAGER</b>		<b>CANCELLATION INSTRUCTIONS</b>	
<b>DSA Direct, LLC</b>		Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees.	
<b>UNIT OF SALE</b>		<b>KEY CODING</b>	
Average	\$50.00	<b>Key Coding is available</b>	
<b>GENDER</b>		Charges	\$2.00/M
Male	15%	<b>ADDRESSING</b>	
Female	85%	FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		<b>SPECIAL INSTRUCTIONS</b>	
		Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment. Minimum for Emails: 25,000 Includes 2 tests, deployment and tracking reports. Personalization available. Additional test blasts at \$100/per additional test.	

<b>CONTACTS</b>				
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★ = Primary contact