

Shoppers by the Retailers they Frequent



Shoppers by the Retailers they frequent provides prospects based on where they shop! Marketers can select by retail categories such as sporting goods, home goods, home furnishings, jewelry, cosmetic, health/vitamins and by specific retailer brands. By using this file, marketers gain insight into products and services prospects would be interested in by their shopping habits. This file is available at postal and email address.

SEGMENTS

15,000,000	Total Universe / Universe Rate	\$80.00/M
15,000,000	30-Day Shoppers	\$80.00/M
1,400,000	Shoppers at Sporting Goods Retailers	\$80.00/M
6,200,000	Shoppers at Furniture Stores	\$80.00/M
12,000,000	Shoppers at Home Goods Stores	\$80.00/M
1,500,000	Shoppers at Mattress Stores	\$80.00/M
4,000,000	Shoppers at Payday Loan Stores	\$80.00/M
1,300,000	Shoppers at Pet Stores	\$80.00/M
10,000,000	Shoppers at Pharmacies	\$80.00/M
775,000	Shoppers at Spa's	\$80.00/M
1,350,000	Shoppers at Veterinary Care Centers	\$80.00/M
	Email Campaign	+ \$25.00/M

DESCRIPTION

Shoppers by the Retailers they frequent provides prospects based on where they shop! Marketers can select by retail categories such as sporting goods, home goods, home furnishings, jewelry, cosmetic, health/vitamins and by specific retailer brands. By using this file, marketers gain insight into products and services prospects would be interested in by their shopping habits. This file is available at postal and email address.

Based upon tracking information gathered from mobile devices that connect with retailer's Wi-Fi networks, marketers gain access to prospects shopping habits. Over 75+ retail categories are available and hundreds of specific retailer brands. The file is well enhanced with demographic and lifestyle interest selects to help narrow down your audience to reach top prospects. All mailers must provide creative / mail piece for approval.

Selects:

Retail Categories: Art/Galleries, Auto Body, Bakeries, Book Stores, Car Rental, Clothing, Cosmetics, Department Store, Electronics, Florist, Furniture Store, Gym, Hair Salon, Hardware, Health Store, Home Goods, Jewelry, Pay Day Loan Store, Pet Stores, Pharmacies, Restaurants, Veterinarian, Yoga Studio, Zoo's. Demographic and Lifestyle Interests selectable.

Updated Monthly

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress housefile, inquire. Prepayment required on all email

PROFILE

Retail Category

Art/Galleries

Auto Body

ID NUMBERS

Manager ID
NextMark ID 527853
mIn ID
SRDS ID

MEDIA TYPE

Consumer 

SOURCE

Direct response, Multi Sourced, Internet/On-Line, Opt-in e-mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry 01/03/2019
New to Manager 12/28/2018
Counts Through 01/31/2019

DATA CARD MAINTENANCE

New To System 12/28/2018
"New to System" Announcement 01/04/2019
Last Update 02/13/2019
Next Update 03/08/2019
Update Frequency MONTHLY

Bakeries
 Book Stores
 Car Rental
 Clothing
 Cosmetics
 Department Store
 Electronics
 Florist
 Furniture Store
 Gym
 Hair Salon
 Hardware
 Health Store
 Home Goods
 Jewelry
 Pay Day Loan Store
 Pet Stores
 Pharmacies
 Restaurants
 Veterinarian
 Yoga Studio
 Zoo's

SELECTS	
Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$8.00/M
Presence of Child	\$10.00/M
Retail Category	
Exact Store name/brand	\$10.00/M
Email Campaign	\$25.00/M

MANAGER
 DSA Direct, LLC

GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	not available

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES	
Exchange is not allowed	

REUSE	
Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

CANCELLATION INSTRUCTIONS
 Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a 100/F cancel fee, \$15/M cancellation run charges & shipping/material fees.

KEY CODING	
Key Coding is available	
Charges	\$3.00/M

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

SPECIAL INSTRUCTIONS
 Sample Mail Piece Required for List Owner Approval. Prepayment on new tests and all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact