

## Absolutely Genius Infomercial Product Buyers



Absolutely Genius Infomercial Product Buyers are purchasing innovative products from DRTV /direct response TV infomercials. They are captivated by the fun products that include juicers, cook top appliances, easy home exercise gadgets & DVD's, beauty products, pillows, weight loss and cleaning products.

### SEGMENTS

1,250,000	Total Universe / Universe Rate	\$75.00/M
125,000	1 Month Buyers	\$90.00/M
350,000	3 Month Buyers	\$85.00/M
1,250,000	12 Month Buyers	\$75.00/M
13,750	1 Mos. Byrs Beauty / Personal Care	+ \$10.00/M
11,250	1 Mos. Byrs Children Products	+ \$10.00/M
18,750	1 Mos. Byrs Cookware / Kitchen Gadgets	+ \$10.00/M
13,001	1 Mos. Byrs Household Products	+ \$10.00/M
12,498	1 Mos. Health / Fitness	+ \$10.00/M
	Digital Campaign - Inquire	\$35.00/M

### DESCRIPTION

**Absolutely Genius Infomercial Product Buyers** are purchasing innovative products from DRTV /direct response TV infomercials. They are captivated by the fun products that include juicers, cook top appliances, easy home exercise gadgets & DVD's, pajamas, pillows, convenience gadgets, personal care beauty products, weight loss and cleaning products. Avg Sale is \$75.00. These are call in buyers that are enthusiastic shoppers and impulsive. Predominately credit card buyers. Mail Order Buyer is selectable thru an overlay applied.

Audience is well suited for value driven offers including memberships, discount clubs with rewards, health & beauty products, self-improvement products, travel packages and other innovative consumer products and services.

**File updates:** Monthly

**Demographics:** 75% Females, 25% Males, Avg. Age 50 +, Avg. Income \$45K  
100% buyer file, No trials included in this direct response buyer file.  
Sample Mail Piece required for list approval.

**Product Selects:** Beauty / Personal Care, Children's Products, Cookware / Kitchen, Household, Health / Fitness

**Digital Campaign:** \$35/M 25,000 Min. Cost is for data. Media Buy and Campaign Monitization Separate Fee and available.

**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

### ID NUMBERS

Manager ID	
NextMark ID	458180
mIn ID	458180
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

TV generated, Direct response

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	04/13/2016
New to Manager	08/12/2010
Counts Through	07/31/2020

### DATA CARD MAINTENANCE

New To System	04/13/2016
"New to System"	04/14/2016
Announcement	
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

suppress housefile, inquire. Prepayment required on all email.

For more info contact [DSA Direct](#)

## PROFILE

### Product Select (10.00/M)

*Cooking / Kitchen*

*Household*

*Health / Fitness*

*Children;s*

*Beauty / Personal Care*

#### SELECTS

Age	\$8.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Product: Cooking / Kitchen	\$10.00/M
Product: Household	\$10.00/M
Product: Health / Fitness	\$10.00/M
Product: Children	\$10.00/M
Product: Beauty / Personal Care	\$10.00/M
Email Campaign	\$25.00/M
Product Select	\$10.00/M
Digital Audiences	\$35.00/M

#### MANAGER

**DSA Direct, LLC**

#### UNIT OF SALE

Average	\$75.00
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#### GENDER

Male	20%
Female	80%

#### AVERAGE INCOME

Value	\$45,000.00
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#### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

#### COMMISSIONS

Broker	20%
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	\$100.00/F

#### CANCELLATION

Charges	\$100.00/F
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#### 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. Email orders after testing approval, full charges apply.

#### KEY CODING

##### Key Coding is available

Charges	\$2.00/M
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#### 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. Email & Digital orders prepayment required.

#### CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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