

## Affordable Insurance Applicants



Affordable Insurance Applicants are online applications shopping for insurance for Auto, Home, Health, Life, Mortgage and Renters from a number of online quote sites. In their quest for competitive insurance rates they have submitted information about themselves, their lifestyles and habits.

### SEGMENTS

1,529,500	Total Universe / Universe Rate	\$80.00/M
622,500	1 Mos. Insurance Applicants	\$90.00/M
1,113,836	3 Mos. Insurance Applicants	\$85.00/M
225,000	3 Mos. Health Insurance Applicants	+ \$10.00/M
35,000	3 Mos. Life Insurance Applicants	+ \$10.00/M
321,000	3 Mos. Auto Insurance Applicants	+ \$10.00/M
1,529,500	12 Mos Insurance Applicants	\$80.00/M
	Fundraiser / Publisher Base Rate	\$65.00/M
	Digital Campaign Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	353372
mIn ID	353372
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Internet/On-Line, Opt-in e-mail

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/01/2012
New to Manager	08/11/2010
Counts Through	06/30/2020

### DATA CARD MAINTENANCE

New To System	09/10/2012
"New to System"	10/02/2012
Announcement	
Last Update	07/06/2020
Next Update	08/10/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Affordable Insurance Applicants** are online applications shopping for insurance for Auto, Home, Health, Life, Mortgage & Renters Insurance from a number of online quote sites. In their quest for competitive insurance rates applicants have submitted information about themselves, their lifestyles and habits. Daily updates with email address are then appended with postal address and enhancements. This validates the self-reported information and provides segmentation to reach targeted audiences.

Marketers can reach these hotline insurance applicants at postal, email or by phone. All applicants are opted in to receive email offers from 3rd parties. Mailers can select by type of insurance sought, health, home, life, mortgage, renters or auto. The file is enhanced with demographic and lifestyle attributes by major enhancement sources.

**Profile:** 54% Female, 46% Male, Avg. HH Income \$35,000

**Product Selects:** Auto, Health, Life, Home, Renters & Mortgage Insurance.

**Digital Campaign:** \$40/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization 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 suppress housefile, inquire. Prepayment required on all email

**Available at Postal, Email and on Social Media Platforms.**

For more info contact [DSA Direct](#)

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner/ Renter	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Mail Order Buyers	\$8.00/M
Marital Status	\$8.00/M
Bank Credit Card Holder	\$8.00/M
Spanish Speaking/ Hispanic	\$15.00/M
Home, Health, Life, Mortgage, Auto	\$10.00/M
Credit Rating	\$15.00/M
Reading Interest	\$8.00/M
Email Campaign	\$25.00/M

**MANAGER**  
**DSA Direct, LLC**

GENDER	
Male	46%
Female	54%

AVERAGE INCOME	
Value	\$35,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**EXCHANGES**  
**Exchange is not allowed**

REUSE	
<b>Reuse is allowed</b>	
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 run charges & shipping/material fees.

KEY CODING	
<b>Key Coding is available</b>	
Charges	\$2.00/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 required on new tests & all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact