

Affordable Insurance Applicants by DSA



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

1,975,000	Total Universe / Universe Rate	\$75.00/M
650,000	1 Mos. Insurance Applicants	\$85.00/M
1,250,000	3 Mos. Insurance Applicants	\$80.00/M
325,000	3 Mos. Health Insurance Applicants	+ \$10.00/M
45,000	3 Mos. Life Insurance Applicants	+ \$10.00/M
450,000	3 Mos. Auto Insurance Applicants	+ \$10.00/M
25,000	3 Mos. Renters Insurance Applicants	+ \$10.00/M
1,975,000	12 Mos Insurance Applicants	\$75.00/M
	Fundraiser / Publisher Base Rate	\$75.00/M
	Digital Campaign Inquire	

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	06/30/2021

DATA CARD MAINTENANCE

New To System	09/10/2012
"New to System"	10/02/2012
Announcement	
Last Update	07/06/2021
Next Update	08/05/2021
Update Frequency	MONTHLY

DESCRIPTION

Affordable Insurance Applicants are online applications shopping for insurance for Auto, Home, Health, Life, Mortgage & Renters Insurance from several 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: \$35/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 house file, 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
Digital Campaign	\$35.00/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	
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	

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	
Key Coding is available	
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