

## American Consumer CASH No Credit Buyers



American Consumer Cash No Credit Buyers is a large multi-sourced transactional file of hotline buyers that are purchasing using checks, cash and debit cards. They don't use credit cards when shopping for a variety of products, services and subscriptions. Marketers can select by product purchased, number of purchases, avg. purchase amount and more.

### SEGMENTS

575,000	Total Universe / Universe Rate	\$75.00/M
105,000	1 Mos. Hotline Buyers	\$85.00/M
162,000	3 Mos. Buyers	\$80.00/M
575,000	12 Mos. Male Buyers	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M
	Digital Campaign - Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	550617
mIn ID	550617
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Multi Sourced, Compiled lists, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	12/19/2019
New to Manager	08/19/2010
Counts Through	05/31/2020

### DATA CARD MAINTENANCE

New To System	12/19/2019
"New to System"	12/20/2019
Announcement	
Last Update	06/25/2020
Next Update	07/08/2020
Update Frequency	MONTHLY

### DESCRIPTION

**American Consumer Cash No Credit Buyers** is a large multi-sourced transactional file of hotline buyers that are purchasing using checks, cash and debit cards. They don't use credit cards when shopping for variety of products, services and subscriptions. Marketers can select by product purchased, number of purchases, avg. purchase amount and more. The file consists of several transactional sources enabling mailers to target their ideal prospect from a number of actions taken by the buyer. The data on this file consists of mail order, donor, subscriber and online activity. The file is fully enhanced with demographics, lifestyle and ethnicity. A powerhouse of responsive buyers!

Mailers can select hotline buyers by product category, reading interest, subscriptions paid for, type of credit used, avg. amount spent, ethnicity and more. The multiple actions and identifiers enables marketers to best target their most ideal prospect.

**TEST INCENTIVE DEAL** : Test 15,000 get \$75/M base with selects waived (except on ailment, ethnicity, political & religious affiliations; deal cannot be combined with other net/deal terms)

### Special Selects:

Product, Interest, # of Purchases, Avg. Purchase Amt., age, income, gender, pres. of children, homeowners, renters, ethnicity, religious and political affiliations and more. Inquire.

**Products:** Apparel: Women's, Men's, Children, Baby/Infant, Large Size, Intimates, Swimwear, Footwear, Beauty/Cosmetics/Skin Care, Health Products, Health Supplements, Ailments, Children Mdse, Books, Toys, Crafts by Category, Gifts, Home Décor, Home Furnishings, Jewelry, Linen/Bed/Bath, Magazines, Books, Sporting Goods, Toys, Travel, Luggage and much more. Hundreds available. Inquire.

**Interests:** Reading by Category, Beauty/Fashion, Hobbies, Crafts, Cooking, Diet/Nutrition, Health, Fitness, Gardening, Sports, Outdoors, Travel, Woodworking, Christian Families, Bible/Devotional Reading and more.

**Collectibles:** Americana, Cats, Dogs, Horses, Irish, Nautical, Native American, Western, Patriotic, Motorcycles, Military, Sports, Teacher, Nurse, Wildlife and more.

Inquire.

**Ailment:** Arthritis, Diabetes, Heart Condition, Joint/Mobility and more. Inquire.

**Minimum:** 10,000 Postal

**Email:** Opt-In Email + \$25/M, 25,000 Min.

Prepayment required. Creative Requirements: HTML & Plain Text. Include client name, address and opt out option. Creative services available for add'l fee \$275+.

Client to provide Subject Line, From/To, Seed List. 2 Tests included, additional testing \$150/F per test. Tracking Reports provided. House file Suppression and Personalization Available.

**Digital Campaign:** \$40/M, 25,000 min. Cost is for Data Use. Media Buy & Campaign Monetization available. Inquire.

**Modeling Available:**

100M Input Records, 50M Min. rental, \$25/M scoring fee, 4-6 Model Build. Best Prospect, Look A like, Mail Regression.

[Request a Quote](#)

## PROFILE

### **Product Category** (8.00/M)

*Women's*  
*Men's*  
*Children*  
*Large Size*  
*Intimates*  
*Swimwear*  
*Footwear*  
*Beauty/Cosmetics*  
*Health Products*  
*Health Supplements*  
*Ailments*  
*Children Mdse*  
*Collectibles by Category*  
*Crafts by Category*  
*Food/Gifts*  
*Gardening*  
*Gifts*  
*Home Decor*  
*Home Furnishings*  
*Jewelry*  
*Linens*  
*Magazines*  
*Books*  
*Sporting Goods*  
*Toys*  
*Travel/Luggage*

### **Novelty Products** (6.00/M)

*Nurses*  
*Military Memorabilia*  
*Wildlife*  
*Religious*

### **Subscriber Data** (6.00/M)

*Children/Family*  
*Cooking*  
*Entertainment*

Health  
Home  
Financial

**Donors by Category (8.00/M)**

Animal Welfare  
Children  
Health  
Religious  
Veteran

**Party Affiliation (12.00/M)**

Democrat  
Republican

**Interests (8.00/M)**

Reading by Category  
Americana  
Aviation  
Bird Watching  
Horse/ Western / Equestrian  
NASCAR  
Motorcycles  
Sports  
Travel

**SELECTS**

Age	\$8.00/M
Childs Age Range	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Multi Donor	\$8.00/M
Phone Number	\$25.00/M
Presence of Child	\$8.00/M
Product Category	\$8.00/M
Subscribers by Category	\$8.00/M
Multi-Buyer: 2+, 3+	\$8.00/M
Ailment	\$12.00/M
Novelty Products	\$6.00/M
Subscriber Data	\$6.00/M
Donors by Category	\$8.00/M
Party Affiliation	\$12.00/M
Interests	\$8.00/M
Religious	\$12.00/M
Avg. Purchase Amount	\$8.00/M

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

**UNIT OF SALE**  
Average **\$45.00**

<b>GENDER</b>	
Male	25%
Female	75%

**AVERAGE INCOME**

Value	\$40,000.00
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**MINIMUM ORDER**

Minimum Quantity	10,000
Minimum Price	\$500.00

**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
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**CANCELLATION INSTRUCTIONS**

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. Email Orders: Cancellation after testing is at full charges.

**KEY CODING**

<b>Key Coding is available</b>	
Charges	No charge

**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F

RUN CHARGE

**\$8.00/M****SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Prepayment required on all Email & Telemarketing orders. Telemarketing: SAN# and expiration date required. Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Creative must contain: Client name/address, Opt out of future Emails & an unsubscribe response vehicle. Creative required in HTML & Text versions. We provide Tracking report with Delivered Qty, Opens & Click Thru Rates.

**CONTACTS**

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