

## American Consumer Database - Discount Shopper Model



American Consumer Database presents The Discount Shopper Model. The model provides marketers with prospects that have made transactions from offers that provide strong incentives with discounts, free trial, free sample, pay shipping only and other deals.

### SEGMENTS

575,000	Total Universe / Universe Rate	\$80.00/M
95,388	Top Scoring Prospects	\$80.00/M
575,000	Total Model	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	636881
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

Multi Sourced, Direct response, Compiled lists, Buyers

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	09/10/2024
New to Manager	09/10/2024
Counts Through	08/31/2024

### DATA CARD MAINTENANCE

New To System	09/10/2024
"New to System" Announcement	
Last Update	09/10/2024
Next Update	10/09/2024
Update Frequency	MONTHLY

### DESCRIPTION

**American Consumer Database - Discount Shopper Model** The model provides marketers with prospects that have made transactions from low ticket mdse. offers, discount club memberships, and publications. Shoppers are incentivized with discounts, free trial, free sample, pay shipping only and other deals.

American Consumer Database consists of over 35 million customers layered with thousands of data points of transactions of buyers, donors and subscribers, as well as, demographics and lifestyle attributes. A variety of pre-built models are available on a rental basis with no data contribution required.

**Inquire for Models** for your Specific Need. Customer On Demand Modeling Available. Inquire

**Digital Campaign:** \$40/M with 25,000 min. INQUIRE

**Email:** 25,000 Min.

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 is available. Housefile suppression available, inquire. Prepayment required on all email.

[Request a Quote](#)

### SELECTS

Age  
Demographic  
Donor Category  
Ethnic/Ethnicity  
Gender/Sex  
Geo/Geographical  
Dollar Amount  
Source Online, DM

### AVERAGE INCOME

Value	\$35,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

### COMMISSIONS

Broker	20%
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<b>MANAGER</b>	
DSA Direct, LLC	
<b>UNIT OF SALE</b>	
Average	\$20.00
<b>GENDER</b>	
Male	15%
Female	85%

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
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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.

**KEY CODING**

**Key Coding is available**

Charges	\$3.00/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.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact