

American Consumer Database by DSA



American Consumer Database is a large multi-sourced transactional file of multi-buyers, donors, subscribers and online activity. The products purchased is wide ranging, donors and selectable by category and subscribers by interest. Hundreds of transactional data sources are uploaded monthly and overlaid with enhancements for a robust select criteria offering. Marketers can select audiences based on reliable RFM attributes. A powerhouse of responsive prospects.

SEGMENTS

12,766,000	Total Universe / Universe Rate	\$75.00/M
2,259,000	1 Mos. Hotline Buyers	\$80.00/M
1,438,000	1 Mos. Female Buyers	+ \$8.00/M
821,000	1 Mos. Male Buyers	+ \$8.00/M
4,519,000	3 Mos. Buyers & Identified Donors	+ \$8.00/M
2,396,000	3 Mos. 3+ Buyers by Product Category	+ \$8.00/M
	Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M
	Digital Campaign	\$40.00/M

DESCRIPTION

American Consumer Database is a large multi-sourced transactional file of multi-buyers, donors, subscribers and online activity. The products purchased is wide ranging, donors and selectable by category and subscribers by interest. Hundreds of transactional data sources are uploaded monthly and overlaid with enhancements for a robust select criteria offering. Marketers can select audiences based on reliable RFM attributes. With hundreds of selects to choose from, marketers are able to target their ideal prospect from a number of actions taken. A powerhouse of responsive prospects.

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

Selects: Product and Donor Categories, # of transactions, avg. transaction amount, Demographic, Lifestyle Interest, Source: Direct Mail, Online, Method of Payment, Credit Card, House Charge, Deferred Billing, and more.

Product Categories: 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.

Donor Categories: Animal Welfare, Art/Culture, Environmental, Health, Political, Religious, Veteran, Direct Mail Donors

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

ID NUMBERS

Manager ID	
NextMark ID	293188
mIn ID	149936
SRDS ID	927675-000

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/19/2010
New to Manager	08/19/2010
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	08/19/2010
"New to System"	08/23/2010
Announcement	
Last Update	07/06/2020
Next Update	08/10/2020
Update Frequency	MONTHLY

Digital Campaign: \$40/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization Separate Fee and available.

Email: Opt-In Email with deployment Base + \$25/M, 25,000 Min. Prepayment on all email orders. 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. Two tracking reports with delivered, opened, click thru. Personalization available. Housefile suppression available. Inquire.

Modeling: 25,000 Min. \$25/M scoring fee
Types: Good Customer Model, Look A Like, Mail Regression Model
Min. Data Required: 50M. Build Time: 4-6 Weeks
Mailer to Provide: Housefile/mail file and customer profile information if available
All mailers for modeling must be cleared and may require Database Contribution.

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

Ailment (12.00/M)

Arthritis
Diabetes
Heart Condition
Joint/Mobility

Novelty Products (8.00/M)

Nurses
Military Memorabilia
Wildlife
Religious

Subscriber Data (8.00/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	\$8.00/M
Subscriber Data	\$8.00/M
Donors by Category	\$8.00/M
Party Affiliation	\$12.00/M
Interests	\$8.00/M
Renters	\$8.00/M
Religious	\$12.00/M
Avg. Purchase Amount	\$8.00/M

MANAGER
 DSA Direct, LLC

UNIT OF SALE
 Average \$50.00

GENDER
 Male 35%
 Female 65%

AVERAGE INCOME
 Value \$40,000.00

MINIMUM ORDER
 Minimum Quantity 10,000
 Minimum Price \$500.00

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 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
 Key Coding is available

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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