

## American Consumer Database by DSA



American Consumer Database is a large multi-sourced transactional file of multi-buyers, donors, subscribers and online activity. The audience provided is unique to DSA Direct. 35 million customers and thousands of attributes to select from.



### SEGMENTS

35,000,000	Total Universe / Universe Rate	\$80.00/M
2,300,000	1 Mos. Hotline Buyers	\$80.00/M
1,750,000	1 Mos. Female Buyers	+ \$8.00/M
575,000	1 Mos. Male Buyers	+ \$8.00/M
3,820,000	3 Mos. Buyers & Identified Donors	+ \$8.00/M
	Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M
35,000,000	Total File Universe	\$80.00/M
250,000	Pre-Built Look a Like Models Available	\$80.00/M

### 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	08/31/2024

### DATA CARD MAINTENANCE

New To System	08/19/2010
"New to System" Announcement	08/23/2010
Last Update	09/10/2024
Next Update	10/09/2024
Update Frequency	MONTHLY

### 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 can target their ideal prospect from a number of actions taken. A powerhouse of responsive prospects.

Note: Audience provided is unique to DSA Direct, LLC.

**TEST INCENTIVE DEAL:** First Time Mailers: 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. **NEW!** Cash/Check, no Credit Card Buyers and/or Donors selectable! Inquire.

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

**NEW!: Pre-Built Models available by Category**

Rate: \$80/M, \$75/F email, 10,000 minimum

- \* Pet Market Look a Like
  - \* Discount Shopper Model
- more to come..

**Donor\_Categories:** Animal Welfare, Art/Culture, 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

**Digital Campaign:** Add Digital to Postal Mailing \$10/M. Digital Only: \$40/M; Media Buy & Campaign Monetization Separate Fee.

**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. House file suppression available.

**Modeling:**

**On Demand Model:** Look a Like Model available on rental basis with no data contribution. Min.10M sample to build model. Turnaround time 3 days.

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

[CONTACT DSA](#) for information

**PROFILE**

**Ailment** (12.00/M)

*Arthritis*  
*Diabetes*  
*Heart Condition*  
*Joint/Mobility*

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

*Animal Welfare*  
*Children*  
*Health*  
*Religious*  
*Veteran*  
*Political*  
*Art/Culture*  
*Direct Mail Donors*

**Novelty Products** (8.00/M)

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

**Party Affiliation** (12.00/M)

Democrat  
Republican

**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

**Source Online, DM**

Direct Mail  
Online  
Method of Payment  
Credit Card  
House Charge  
Deferred Billing  
and more

**Subscriber Data (8.00/M)**

Children/Family  
Cooking  
Entertainment  
Health  
Home  
Financial

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Ailment	\$12.00/M	<b>MINIMUM ORDER</b>	
Childs Age Range	\$8.00/M	Minimum Quantity	10,000
Demographic	\$8.00/M	Minimum Price	\$500.00
Dollar Amt. Avg. Purch	\$8.00/M	<b>COMMISSIONS</b>	
Donors by Category	\$8.00/M	Broker	20%
Ethnic/Ethnicity	\$12.00/M	Agency	15%
Gender/Sex	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Geo/Geographical	\$8.00/M	<b>Net Name is allowed</b>	
Home Owner / Renter	\$8.00/M	Floor	85%
Income Select	\$8.00/M	Minimum Quantity	50,000
Lifestyle / Interests	\$8.00/M		
Marital Status	\$8.00/M		
Multi-Buyer: 2+, 3+	\$8.00/M		

Multi Donor	\$8.00/M
Novelty Products	\$8.00/M
Party Affiliation	\$12.00/M
Presence of Child	\$8.00/M
Product Category	\$8.00/M
Religious	\$12.00/M
Subscribers by Category	\$8.00/M
Source Online, DM	
Subscriber Data	\$8.00/M
Digital Campaign	\$10.00/M

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

**UNIT OF SALE**  
 Average **\$50.00**

**GENDER**  
 Male **35%**  
 Female **65%**

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 & 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**

Contact Name	Role	Email	Phone	Fax
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