

American Home Security Model Data by DATA



Reach top prospects for home and personal safety offers with American Home Security Model Data. Using our large transactional database, we created generic models available for rental with no data contribution needed. The model audience has been sourced from our database of products purchases, brand name purchase data, social media, phone apps and other resources to clearly provide appropriate prospects.


SEGMENTS

1,650,000	Total Universe / Universe Rate	\$80.00/M
150,000	Top Scoring Prospects	\$80.00/M
250,000	Last 30 day	\$80.00/M
1,650,000	Total File	\$80.00/M
	Digital Use Available	

ID NUMBERS

Manager ID	
NextMark ID	576979
mIn ID	576979
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Direct mail sold, Multi Sourced, Buyers, Multi-buyers, Catalog, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/28/2022
New to Manager	01/28/2022
Counts Through	02/28/2022

DATA CARD MAINTENANCE

New To System	03/19/2021
"New to System"	03/22/2021
Announcement	
Last Update	02/28/2022
Next Update	04/06/2022
Update Frequency	MONTHLY

DESCRIPTION

Reach top prospects for home and personal safety offers with **American Home Security Model Data**. Using our large transactional database, we created generic models available for rental with no data contribution needed. The model audience has been sourced from our database of products purchases, brand name purchase data, social media, phone apps and other resources to clearly provide appropriate prospects.

Model offers a mostly age 50+ buyer with a propensity of purchasing safety devices such as safety lights, monitors, fall and medical alert alarms, security bars, safety railings, and more. Buyers seek safety, independence, and ease of mobility in their homes and is well suited for offers for general Mdse, health, insurance, electronics, and gadgets. Audience is well suited for general merchandise, health, insurance, subscriptions, electronics, and gadget offer.

Available Audiences:

Select Audiences by Brand and/or Category: Apparel and Accessories, Beauty, Anti-Aging, Diet/Weight Loss, Children, Cosmetics, Drugstores, Electronics, Fast Food Chains, Restaurants, Retail, Finances, Gaming, Gourmet Foods, Food Home Delivery, Health, Home Improvements, Pet Products, Sporting Goods, Travel, Telecom and more. Hundreds of audience groups available. Audience can be modified with additional selects such as demographic and geographic selects; Inquire for specific brands and additional models.

Monthly Updates

Minimum: 10,000 Postal Mailings

Email Available thru Opt-in to 3rd Party Data append. 25,000 Minimum with \$25/M select fee.

Digital / Social Media use is available with \$10/M select fee. Campaign

Management available. Inquire

For more info contact [DSA Direct](#)

SELECTS		AVERAGE INCOME	
Age/Income		Value	\$45,000.00
Credit Card Buyers		MINIMUM ORDER	
Demographic		Minimum Quantity	10,000
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$450.00
Gender/Sex		COMMISSIONS	
Geo/Geographical		Broker	20%
Homeowners		Agency	15%
Lifestyle / Interests		NET NAME ARRANGEMENTS	
Online vs Direct Mail		Net Name is allowed	
Subscribers		Floor	85%
Digital / Social	\$10.00/M	Minimum Quantity	50,000
Email Campaign	\$25.00/M	Run Charges	\$8.00/M
MANAGER		EXCHANGES	
DSA Direct, LLC		Exchange is not allowed	
UNIT OF SALE		REUSE	
Average	\$50.00	Reuse is allowed	
GENDER		Minimum Quantity	0
Male	20%	Run Charge	
Female	80%	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.	
		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 on Tests for Approval. Tests and email orders require prepayment.	

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