

Auto Data by DSA



Auto Data by DSA is one of the largest most comprehensive vehicle owner file of Automobile, Boat, Motorcycle and RV owners selectable by make, model year and more. One size doesn't fit all, so we have brought together numerous sources to fill your marketing campaign needs to provide a robust source of targeted prospects.

SEGMENTS

65,000,000	Total Universe / Universe Rate	\$85.00/M
45,000,000	Auto Owners	\$85.00/M
8,500,000	Motorcycle Owners	+ \$10.00/M
2,500,000	Boat Owners	+ \$10.00/M
3,500,000	Intent to Purchase Auto by Make	+ \$10.00/M
45,000,000	By Purchase Date, Mileage, Make, Model	+ \$10.00/M
	Email, Digital Use - Inquire	+ \$25.00/M

DESCRIPTION

Auto Data by DSA is one of the largest most comprehensive vehicle owner file of Automobile, Boat, Motorcycle and RV owners selectable by make, model year and more. One size doesn't fit all, so we have brought together numerous sources to fill your marketing campaign needs to provide a robust source of targeted prospects.

Auto Data by DSA consists of auto data from our compiled auto data file that includes, dealerships, service centers, insurance, warranties, title services and manufacturers, and after market purchases. File is further supported with transactional sources, self-reported as well as overlay enhancements providing a well-rounded view of audience. File updates weekly and is NCOA's and CASS Verified.

Selects: Age, Gender, Income, Auto: Make, Model, Year, Motorcycle: Make, Model, Style. Boat: Make/Year, Length/Size, Type, Use: Private/Business. Company Owned Vehicle, Intent To Purchase Auto, Intent to Lease Vehicle, # of Vehicles in Household, Phone Numbers

Demographics: 46% Female, 54% Male, Avg. Income \$35K+

File Updates: Weekly

Date/Time Stamp available on some segments. Inquire.

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Test blasting at \$100/F. Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Contact DSA

ID NUMBERS

Manager ID	
NextMark ID	382575
mIn ID	382575
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Internet/On-Line, Compiled lists, Opt-in e-mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/10/2013
New to Manager	01/28/2013
Counts Through	12/31/2023

DATA CARD MAINTENANCE

New To System	05/24/2013
"New to System" Announcement	06/11/2013
Last Update	01/09/2024
Next Update	02/09/2024
Update Frequency	MONTHLY

SELECTS

AVERAGE INCOME

Value **\$35,000.00**

MINIMUM ORDER

Age	\$8.00/M	Minimum Quantity	10,000
Gender/Sex	\$8.00/M	Minimum Price	\$500.00
Geo/Geographical	\$8.00/M		
Income Select	\$8.00/M	COMMISSIONS	
Lifestyle / Interests	\$8.00/M	Broker	20%
Make, Model, Year	\$10.00/M	Agency	15%
Motorcyle Owner	\$10.00/M		
Boat Owner	\$10.00/M	NET NAME ARRANGEMENTS	
Boat Length/Size	\$10.00/M	Net Name is allowed	
Company Owned	\$10.00/M	Floor	85%
RV Owner	\$10.00/M	Minimum Quantity	50,000
Intent to Purchase Auto	\$10.00/M	Run Charges	\$15.00/M
Intent to Lease Vehicle	\$10.00/M		
# Of Vehicles In Household	\$10.00/M	EXCHANGES	
Credit Score Ranking	\$10.00/M	Exchange is not allowed	

MANAGER
DSA Direct, LLC

GENDER

Male	54%
Female	46%

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
---------	-------------------

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 run charges & shipping/material fees.

KEY CODING

Key Coding is available	
Charges	\$2.00/M

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. Prepayment required on new tests and all email orders. 10,000 Postal Minimum, 25,000 Email Minimum

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