

Baby Brezza Baby Product Buyers



NEW TO THE MARKET ! Baby Brezza buyers have purchased state-of-the-art baby formula machines, bottle sterilizers, baby food steamers, blenders, food processors as well as diaper bags, clothing, and other accessories. Avg. Purchase \$175. All customers have opted in to receive 3rd party offers.

SEGMENTS

973,764	Total Universe / Universe Rate	\$105.00/M
58,000	30-Day Buyers/ Registrants	\$115.00/M
126,838	3 Mos Buyers / Registrants	\$110.00/M
973,764	Total File - Opt-in Email Buyers / Regist.	\$105.00/M
902,303	Total File - Customers / Buyers	\$105.00/M
364,769	Total File - Formula Setting Registrants	\$125.00/M
973,764	Email Campaign - 25M Minimum	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	628032
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold, Buyers, Internet/On-Line, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/03/2024
New to Manager	03/01/2024
Counts Through	07/31/2024

DATA CARD MAINTENANCE

New To System	02/21/2024
"New to System"	04/04/2024
Announcement	
Last Update	07/31/2024
Next Update	09/06/2024
Update Frequency	MONTHLY

DESCRIPTION

NEW TO THE MARKET!

Baby Brezza Product Buyers have purchased high tech gadgets that make life easier when caring for newborns. The products are state of the art with baby formula machines, bottle sterilizers, baby food steamers, blenders, food processors as well as diaper bags, clothing, and other accessories. Baby Brezza products range in price from \$50 to \$300. Buyers shop direct from Baby Brezza website, through 3rd party vendors and register online for formula preparation information. Shoppers provide baby's birth month/year and continue to shop the full line of Baby Brezza products.

Buyers and registrants are available at postal and email address and are all opted in to 3rd party offers. The file is well enhanced with demographics and lifestyle attributes. Marketers can reach this audience with direct mail campaigns and through email. Licensing of data is available. Inquire further.

Audience is well suited for offers for baby products, gifts, gadgets, apparel, accessories, home furnishings, home technology gadgets, insurance, investments, travel, and publications.

Special Selects: Baby Birth Month/Year, Pres. of Children by Age Range, Purchase Amt., Formula Registrants by Brand. inquire further.

Profile: 95% Female, Avg. Age 28+, Avg. Income \$72K, Avg Sale \$175 purchases range from \$50 - \$300.

Minimum: 10,000 Postal

Email: All records are Opt-In Email. 25,000 Min. Qty
Prepayment required. 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. Tracking Reports provided. Personalization Available.

[Request a Quote](#)

SELECTS	
Age Range	\$8.00/M
Birth Month / Year	\$25.00/M
Demographic and Lifestyle	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Lifestyle Interests	\$8.00/M
Pres. of Children by Age Range	\$8.00/M
Source	\$8.00/M
Baby Formula	\$25.00/M

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
High	\$300.00
Average	\$175.00
Low	\$50.00

GENDER	
Male	5%
Female	95%

AVERAGE INCOME	
Value	\$72,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$750.00

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 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. First Time Tests & Email Data Orders require Prepayment.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact