

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

750,000	Total Universe / Universe Rate	\$110.00/M
32,505	30-Day Buyers	\$125.00/M
99,552	30-Day Buyers / Registrants	\$120.00/M
100,000	2024 Buyers	\$120.00/M
300,000	2024 Buyers / Registrants	\$115.00/M
750,000	Total File	\$110.00/M
521,000	Formula Registrants	+ \$25.00/M
285,000	Email Campaign	+ \$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	02/21/2024
New to Manager	03/01/2024
Counts Through	03/31/2024

DATA CARD MAINTENANCE

New To System	02/21/2024
"New to System" Announcement	
Last Update	04/03/2024
Next Update	05/08/2024
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. base +\$25/M, 25,000 Min. 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		AVERAGE INCOME	
Age Range	\$8.00/M	Value	\$72,000.00
Birth Month / Year	\$25.00/M	MINIMUM ORDER	
Demographic and Lifestyle	\$8.00/M	Minimum Quantity	10,000
Gender/Sex	\$8.00/M	Minimum Price	\$750.00
Geo/Geographical	\$8.00/M	COMMISSIONS	
Income	\$8.00/M	Broker	20%
Lifestyle Interests	\$8.00/M	Agency	15%
Pres. of Children by Age Range	\$8.00/M	NET NAME ARRANGEMENTS	
Source	\$8.00/M	Net Name is allowed	
Formula Registrants	\$25.00/M	Floor	85%
Email Campaigns	\$25.00/M	Minimum Quantity	50,000
MANAGER		Run Charges	\$8.00/M
DSA Direct, LLC		EXCHANGES	
UNIT OF SALE		Exchange is not allowed	
High	\$300.00	REUSE	
Average	\$175.00	Reuse is allowed	
Low	\$50.00	Minimum Quantity	0
GENDER		Run Charge	
Male	5%	CANCELLATION	
Female	95%	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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact