

Children Market Look A Like Model Data by DSA



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SEGMENTS

1,750,000	Total Universe / Universe Rate	\$80.00/M
150,000	30-Day Buyers or Top Scoring Records	\$80.00/M
400,000	3 Month To Scoring Buyers	\$80.00/M
1,750,000	12 Month To Scoring Buyers	\$80.00/M
	Fundraiser Rate	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaign - Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	544369
mIn ID	544369
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Buyers, Multi Sourced, Internet/On-Line, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/25/2019
New to Manager	08/12/2010
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	09/25/2019
"New to System"	09/26/2019
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

Children Market Look A Like Model Data by DSA Reach top scoring prospect audiences selectable by a variety of children markets such as Children's Education/Learning, Publications/Memberships, Infant/Toddler, Family Households and more. The generic models are available on rental with no data contribution needed.

Models are built using our transactional database of products purchased, brand name loyalty shoppers, social media and other online activity, demographic, lifestyle, and self-reported data. Prospects are scored by using the multi-layered data points to provides a exceptionally strong prospect.

All orders must provide sample for approval.

Available Audiences:

Select by Category: Children Marketplace: Donors to Children Causes, Children Books/Publishing/Reading, Children Apparel & Mdse. Other Look A Like Audiences available include: by Brand and/or Category: Apparel and Accessories, 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. Inquire for specific brands.

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

Digital Campaign: \$40/M 25,000 Min. Media Buy and Campaign Management

Separate. Inquire.

Postal Minimum: 7,500

NOTE: Selects waived on test orders of 10,000+ except for religious, ethnic, political selects. Inquire.

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SELECTS		AVERAGE INCOME	
Age		Value	\$45,000.00
Categories		MINIMUM ORDER	
Demographic		Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$500.00
Gender/Sex		COMMISSIONS	
Geo/Geographical		Broker	20%
Income Select		Agency	15%
Lifestyle		NET NAME ARRANGEMENTS	
Presence of Child		Net Name is allowed	
Email Campaign	\$25.00/M	Floor	85%
MANAGER		Minimum Quantity	50,000
DSA Direct, LLC		Run Charges	\$8.00/M
UNIT OF SALE		EXCHANGES	
Average	\$45.00	Exchange is not allowed	
GENDER		REUSE	
Male	12%	Reuse is allowed	
Female	88%	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 cancellation run charges & shipping/material fees.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M
		ADDRESSING	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.	

CONTACTS				
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