

Consumer Database by DSA



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SEGMENTS

10,425,000	Total Universe / Universe Rate	\$75.00/M
825,000	30-day Consumer Buyers	\$75.00/M
525,000	90-day Consumer Buyers	\$75.00/M
250,000	30-day Shoppers with Declined Credit Crd	\$75.00/M
300,000	30-day Buyers of Food Gift Products	\$75.00/M
450,000	30-day Buyers of Baby Products	\$75.00/M
1,450,000	30-day Buyers of Children Gen. Mdse	\$75.00/M
1,650,000	30-day Buyers of Beauty/Cosmetics	\$75.00/M
50,000	30-day Pharmacy Discount Club Members	\$80.00/M
	Email Campaign Base Rate: 50M min	+ \$25.00/M
	Digital Audience Base Rate	+ \$10.00/M

DESCRIPTION

Consumer Database by DSA is a large multi sourced transactional file of consumers available for postal, email and digital media. Transactions are from online sales, direct mail, phone apps, retail and other sources that is appended with demographic and lifestyle attributes. Marketers can select by source, product purchased, method of purchase & much more much! A pivotal file for multi-channel marketers.

Method of Purchase, Direct Mail, Online, Phone Apps, Retail

Special Selects Demographics, Product Purchased, Donors by Category, Lifestyle / Interests.

Selects: Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category such as Animal Welfare, Health, Political, Religious and Veteran Causes. Political Affiliation, Credit Score, Credit Card Type, Credit Lines, Declined Credit Card, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Apparel, Women's Plus Size, Men's Apparel, Children's Products, Home Furnishings, Gardening, Beauty, Cosmetic, Health, Food/Beverage, Pet Owners, Pet Supplies, Home Improvements and more! Inquire. Selects included in Base Rate. (Except specialty selects: Ailment, Political & Religious Affiliation and Ethnicity)

Postal Rate! \$75/M Base *includes selects on Test Orders of 15,000+

Minimum: Postal 7,500, Email: 25,000

EMAIL Campaigns

25,000 Min. Email Campaigns, Prepayment Required, \$150/F set up fee. All emails are opted into 3rd party offers that have been appended to this transactional file. Creative must be supplied for pre-approval. Creative must contain client name and address. Creative must be supplied in text and HTML Format. Creative services available upon request. Client to supply subject line and test seed names/emails. House suppression file no chrg. up to 500M. Personalization available. Tracking Reports supplied with deployment. Follow up re-blasts available at discounted rates. Can send to opens/clicks with \$150/F set up fee. Re-blast with subject line changes only. Discounts available on multiple deployments.

Pricing: Reduced pricing based on email volume is available.

Digital Campaigns

Add Digital to Postal Mailing for \$10/M; Digital Only Campaigns \$35/M; media buy and campaign mgt separate.

Inquire for Details [CONTACT DSA](#)

PROFILE

ID NUMBERS

Manager ID	
NextMark ID	425760
mIn ID	425760
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Internet/On-Line, Direct response, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/19/2015
New to Manager	11/07/2014
Counts Through	07/31/2024

DATA CARD MAINTENANCE

New To System	11/07/2014
"New to System"	01/20/2015
Announcement	
Last Update	08/08/2024
Next Update	09/06/2024
Update Frequency	MONTHLY

Product Category

- Apparel
- Women's Plus Size
- Men's Apparel
- Children's Products
- Home Furnishings
- Gardening
- Beauty
- Cosmetic
- Health
- Food/Beverage
- Pet Owners
- Pet Supplies
- Home Improvements and more

SELECTS		AVERAGE INCOME	
Age/Income		Value	\$50,000.00
Childs Age Range		MINIMUM ORDER	
Credit Card, Secured, Bank		Minimum Quantity	7,500
Demographic		Minimum Price	\$500.00
Donor by Category Cause		COMMISSIONS	
Ethnic/Ethnicity	\$10.00/M	Broker	20%
Gender/Sex		Agency	15%
Geo/Geographical		NET NAME ARRANGEMENTS	
Home Owner		Net Name is not allowed	
Income Select		EXCHANGES	
Lifestyle		Exchange is not allowed	
Marital Status		REUSE	
Multi Donor		Reuse is allowed	
Presence of Child		Minimum Quantity	0
Product Category		Run Charge	
Subscribers by Category		CANCELLATION	
Multi-Buyer: 2+, 3+		Charges	\$150.00/F
Subscriber Data		CANCELLATION INSTRUCTIONS	
Email Campaign	\$25.00/M	Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges.	
Digital Campaign	\$10.00/M	KEY CODING	
Purchase Method: Online, Retail,	\$10.00/M	Key Coding is available	
Phone Apps, DM		Charges	No charge
MANAGER		ADDRESSING	
DSA Direct, LLC		Email / FTP	
UNIT OF SALE		\$75.00/F	
Average	\$45.00	SPECIAL INSTRUCTIONS	
GENDER		Sample Mail Piece required for approval. Prepayment on new tests. Prepayment on all email campaigns.	
Male	35%		
Female	65%		

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

