
Digital Coupon Redeemers by DSA



Shoppers using digital coupons are savvy shoppers set on cashing in on available discounts. Shoppers have redeemed coupons they downloaded onto their loyalty cards or submitted a printed coupon during a purchase. Select by product category purchased from, as well as, demographic and lifestyle selects.

SEGMENTS

3,870,000	Total Universe / Universe Rate	\$75.00/M
382,500	1 Mos. Registrants	\$85.00/M
990,000	3 Mos. Registrants	\$80.00/M
3,870,000	12 Mos. Registrants	\$75.00/M
	Digital	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	621190
mIn ID	621190
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/22/2023
New to Manager	06/16/2023
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	06/22/2023
"New to System" Announcement	06/23/2023
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

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Shoppers using digital coupons are savvy shoppers set on cashing in on available discounts. Shoppers have redeemed coupons they downloaded onto their loyalty cards or submitted a printed coupon during a purchase. This file is sourced from digital marketing agencies running coupon distribution and management programs. Coupons are tracked so that brands can further engage shoppers.

Audience is well suited for discount membership clubs, value driven offers, credit cards, retailers, publications and vacation offers.

Special Selects: Age, income, gender, demographics, lifestyle interests, ethnicity, homeowner/renter, presence of children. Inquire

Product Selects: Apparel, Baby/Maternity, Beauty/Cosmetics, Cooking/Housewares, Crafts/Hobbie, Diet/Health Supplements, Entertainment Venues/Restaurants, Groceries/Food, Health/Fitness, Home/Garden, Pet Foods/Supplies, Publications Books/Magazines, Season Products, Travel Products.

Demographics: 68% Females, Avg. HH Income \$40,000, Avg. Age 50+, Avg. Sale \$25

Postal Minimum 7,500

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PROFILE

Product Category (8.00/M)
Apparel/Fashion Clothing
Electronics

Home Decor/Wares
 Pet Products
 Seasonal Decor
 Craft/Art Supplies
 Sporting Goods

SELECTS

Age	\$8.00/M
Credit Card Users	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Presence of Child	\$8.00/M
Product Category	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$25.00
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GENDER

Male	32%
Female	68%

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

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
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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	\$2.00/M
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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

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact