

DSA Modeling Services



DSA Modeling provides mailers with viable options for identifying best match prospects. By providing sample data, our modelers are able to match the audience profile against our large databases that have over hundreds of data points. Our processes then rank the records by top scoring on down. The scoring processes takes into consideration a number of strong variables to help provide top prospects. Mailers can choose from a number of model processes.

SEGMENTS

125,000,000	Total Universe / Universe Rate	\$85.00/M
25,000	Model Build - Good Customer Match	\$85.00/M
25,000	Model Build - Optimization Model	\$85.00/M
	Model Build Min. 25,000	\$85.00/M

ID NUMBERS

Manager ID	
NextMark ID	489700
mIn ID	489700
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct response, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/15/2018
New to Manager	11/15/2017
Counts Through	04/30/2020

DATA CARD MAINTENANCE

New To System	11/15/2017
"New to System"	01/16/2018
Announcement	
Last Update	05/28/2020
Next Update	06/08/2020
Update Frequency	MONTHLY

DESCRIPTION

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Modeling process draws on prospects buying habits, demographics. Lifestyle selects and much more. Ideal audience is defined and scored with top ranked to lowest rank within audience identified. Thru DSA resources, we are able to offer model builds with data contribution required and builds without. Model builds without contribution uses royalty based data to provide new prospects fitting criteria. Mailers can use DSA Modeled data for postal mailing, email campaign or for digital campaigns.

Available:

Optimization of merge output
Look A Like
Best Prospect Model

Minimum Model Build 25,000

Model Build Specifications

Customer Sample Data: 10,000 min.
Minimum Rental Order: 25,000
Model Build: 7-14 days

Digital Campaign: \$45/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization Separate Fee and available.

Email Orders: 25,000 Minimum

Please pre-clear creative for approval prior to ordering. Creative must be in HTML &

Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided. Prepayment required on all email orders.

SELECTS

MANAGER

DSA Direct, LLC

GENDER

Male **53%**
 Female **47%**

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity **25,000**
 Minimum Price **\$2,000.00**

COMMISSIONS

Broker **15%**
 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

Please inquire

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

Orders canceled after model build and approval to proceed will incur full charges.

KEY CODING

Key Coding is available
 Charges **\$2.00/M**

ADDRESSING

FTP **\$75.00/F**
 EMAIL **\$75.00/F**
 RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS

Prepayment required on new tests and All Email Orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact