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## DSA Modeling Services

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DSA Modeling provides marketers with several modeling options. Model build types include, custom, look a like, regression, best prospect, AI generated on demand modeling.

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### SEGMENTS

125,000,000	Total Universe / Universe Rate	\$80.00/M
25,000	Model Build - Look A Like Model	\$80.00/M
10,000	Model Build - AI On Demand Model	\$80.00/M
25,000	Model Build - Optimization Model	\$80.00/M
25,000	Model Build - Custom Build	\$80.00/M

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### ID NUMBERS

Manager ID	
NextMark ID	489700
mIn ID	489700
SRDS ID	

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### MEDIA TYPE

Consumer



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### SOURCE

Compiled lists, Direct response, Multi Sourced

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### GEOGRAPHY

USA

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### OPT-IN

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### MAINTENANCE

Market Entry	01/15/2018
New to Manager	11/15/2017
Counts Through	01/31/2024

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### DATA CARD MAINTENANCE

New To System	11/15/2017
"New to System" Announcement	01/16/2018
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

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### DESCRIPTION

**DSA Modeling** provides marketers with several modeling options. Model build types include, custom, look a like, clone, look a like, regression and AI generated on demand modeling. Marketers can select type of modeling and database audience used.

**Model types** include, **Custom Built** – data contribution required with agreement signed. Mailer to provide house file for full data analysis of audience. Process takes 2-3 weeks. **Look a Like Model** – we offer pre-built models by category that are available with additional select options to match your offers audience. Ordering process is 3-5 days. **AI On Demand Modeling** requires a sample file of 10,000 or more records that is used to build a look a like model specific to your audience profile. Data is only used for model built and not retained. Processing takes up to 3 days. **Optimization / Reactivation** takes mailers own audience provided and identifies most likely responsive by tagging audience on database activity. **Regression model** requires mailers house file audience and prior mail files. Mail files are matched with house file to determine prospects more likely to respond versus, less likely. Processing takes 2-3 weeks. This process is extremely effective in providing targeted audiences.

**Database audiences** Consumers, Donors, Subscribers/Continuity Club Members, Multi-Channel and Compiled as well as others. Depending upon mailer's needs the model databases can be selected for better targeting or penetration.

Modeling processes draws on prospects attributes that are matched to hundreds of data points. Spending habits, demographics as well as lifestyle selects, and much more is used in model builds. 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.

## Model Build Specifications

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

**Digital Campaign:** \$10/M 100,000 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.

[Contact DSA Today](#)

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
<b>MANAGER</b>		Value	<b>not available</b>
<b>DSA Direct, LLC</b>		<b>MINIMUM ORDER</b>	
<b>GENDER</b>		Minimum Quantity	<b>25,000</b>
Male	<b>53%</b>	Minimum Price	<b>\$750.00</b>
Female	<b>47%</b>	<b>COMMISSIONS</b>	
		Broker	<b>20%</b>
		Agency	<b>15%</b>
		<b>NET NAME ARRANGEMENTS</b>	
		<b>Net Name is allowed</b>	
		Floor	<b>85%</b>
		Minimum Quantity	<b>50,000</b>
		Run Charges	<b>\$8.00/M</b>
		<b>EXCHANGES</b>	
		<b>Exchange is not allowed</b>	
		<b>REUSE</b>	
		<b>Please inquire</b>	
		<b>CANCELLATION</b>	
		Charges	<b>\$100.00/F</b>
		<b>CANCELLATION INSTRUCTIONS</b>	
		Orders canceled after model build and approval to proceed will incur full charges.	
		<b>KEY CODING</b>	
		<b>Key Coding is available</b>	
		Charges	<b>\$2.00/M</b>
		<b>ADDRESSING</b>	
		FTP	<b>\$75.00/F</b>
		EMAIL	<b>\$75.00/F</b>
		RUN CHARGE	<b>\$8.00/M</b>
		<b>SPECIAL INSTRUCTIONS</b>	
		Prepayment required on new tests and All Email Orders.	

## CONTACTS

Contact Name	Role	Email	Phone	Fax
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