

Email Append For Consumer and Business Address



Append email addresses to your consumer or business customer file or add postal address to your responders email address. Now more then ever connecting to your customers is vital. Lapsed, inactive donors and buyers can be reactivated with email promotions. Email addresses appended are all opt-in to third party offers. By providing your customer file we can provide you with report indicating the match rate for email, postal and other enhancement and hygiene options.

SEGMENTS

175,000,000	Total Universe / Universe Rate	\$75.00/M
	Consumers Email Append	\$75.00/M
	Business Email Append Rate	\$90.00/M
	Email Append to Postal Address	+ \$10.00/M
	Postal Address to Email Address	+ \$10.00/M
	Phone Number Append	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	424520
mIn ID	424520
SRDS ID	

MEDIA TYPE

Business and Consumer	
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SOURCE

Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/05/2015
New to Manager	10/20/2014
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	10/20/2014
"New to System"	10/21/2014
Announcement	
Last Update	07/15/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

DESCRIPTION

EMAIL APPEND CONSUMER and BUSINESS ADDRESS thru DSA Direct Append email addresses to your consumer or business customer file or add postal address to your responders email address. Now more then ever connecting to your customers is vital. Lapsed, inactive donors and buyers can be reactivated with email promotions. Email addresses appended are all opt-in to third party offers. The process is quick and easy. Send in your customer file to be appended and get a report indicating match rate for email and postal address. Hygiene and enhancements is available.

Businesses can append addressing information to add communication channels to your customer, update outdated email addresses, update postal information, add demographics and ethnicity data. Added a wealth of information about your customer that you can then fine tune your communications with them.

Additional Selects; Append demographic, lifestyle data to your customer file for added insight and better segmentation.

Source: Direct Mail and Online Sources

Data Handling Agreement will be signed to assure safety of all data transferred.
 Append Match Report - Provided within 72 hours
 Permission Pass Email - Deployed within 5- 7 working days

Minimum Order \$500.

Amount paid is on matched records only

SELECTS

Demographics	\$10.00/M
Lifestyle	\$10.00/M

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

GENDER

Male 50%
 Female 50%

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

CANCELLATION INSTRUCTIONS

Orders canceled after append process & shipment will be at full rental rate.

KEY CODING

Key Coding is not available

ADDRESSING

FTP \$75.00/F
 EMAIL \$75.00/F

SPECIAL INSTRUCTIONS

Inquire for volume discounts. Prepayment require on tests. Daily or weekly match available

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact