

Hotline Triggers of Change by DSA



Hotline Triggers of Change by DSA provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Newly Engaged, or Just Moved. Change brings on all new needs; answer them with well timed offers at postal, email or digital ads.

SEGMENTS

1,450,000	Total Universe / Universe Rate	\$85.00/M
350,000	1 Month Hotline	\$95.00/M
50,000	1 Mos. Self-Reported Recently Retired	+ \$10.00/M
25,000	1 Mos. Recently Married	+ \$10.00/M
15,000	1 Mos. Recently Divorced	+ \$10.00/M
45,000	1 Mos. Recent Job Loss	+ \$10.00/M
65,000	1 Mos. Recent New Baby Births	+ \$10.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	546442
mIn ID	546442
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/23/2019
New to Manager	09/18/2017
Counts Through	12/31/2023

DATA CARD MAINTENANCE

New To System	10/25/2019
"New to System"	12/24/2019
Announcement	
Last Update	01/09/2024
Next Update	02/09/2024
Update Frequency	MONTHLY

DESCRIPTION

Hotline Triggers Change by DSA provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Planning a Wedding, or Just Moved They are online and filling out applications, surveys and registering to get the information they seek. Lifestyle changes brings on all new host of needs, provide them with appropriate timely offers. Available at Postal, email and thur social media digital ads.

Selects Available:

Hotline Triggers - action

Expecting Baby	New Movers	Warranty Buyers - Any
New Car Buyers	Newly Divorced	Warranty Buyers - Appliance
New College Grads	Newly Engaged	Warranty Buyers - Car
New Credit Card Issues	Newly Married	Warranty Buyers - Electronics
New Drivers	Newly Retired	Warranty Buyers - Home
Newly Employeed	Pre-Movers - Listed	Warranty Buyers - Travel
New High School Grads	Pre-Movers - Sale Pending	Inquire for More selects
New Homeowner	Recent Job Loss	
New Mothers		

Demographics: 45% Female, 55% Male, Avg. Income \$37K

File Updates: Weekly

Date/Time Stamp available on some segments. Inquire.

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Test blasting at \$100/F. Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

[Contact DSA](#)

SELECTS

Age	\$10.00/M
Credit Card Users	\$8.00/M
Demographics & Lifestyle	\$8.00/M
Ethnic	\$15.00/M
Gender	\$8.00/M
Income	\$10.00/M
Marital Status	\$10.00/M
Planning on Moving	\$10.00/M
Recently Retired	\$10.00/M
Recently Married	\$10.00/M
Recently Divorced	\$10.00/M
Recent Loss of Spouse	\$10.00/M
Recent Job Loss	\$10.00/M
Email Campaign	\$25.00/M

MANAGER**DSA Direct, LLC**

GENDER

Male	55%
Female	45%

AVERAGE INCOME

Value	\$35,000.00
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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	\$15.00/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 run charges & shipping/material fees. Cancellation after email tests deployment will result in full charges incurred.

KEY CODING**Key Coding is available**

Charges	\$3.00/M
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ADDRESSING

FTP	\$75.00/F
Email	\$75.00/F

SPECIAL INSTRUCTIONS

Sample mail piece required. Prepayment on new tests and on all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact