
Just Engaged Shoppers by DSA



Just Engaged Shoppers by DSA provides active, responsive, shoppers that have made a purchase and during the check out process filled out a quick survey and signed up for an online newsletter providing information, advice, and resources. They have self reported they are getting married and provided wedding date month

SEGMENTS

925,000	Total Universe / Universe Rate	\$85.00/M
100,000	30-Day Registrants	\$125.00/M
250,000	3 Mos Registrants	\$100.00/M
925,000	12 Mos Registrants	\$85.00/M
	Birth Month Date Selectable	+ \$10.00/M
	Available: Email, Digital & more	+ \$10.00/M

ID NUMBERS

Manager ID	620979
NextMark ID	620979
mIn ID	620979
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line, Lifestyle questionnaire, Buyers, Compiled lists

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	06/14/2023
New to Manager	05/31/2023
Counts Through	09/30/2023

DATA CARD MAINTENANCE

New To System	06/14/2023
"New to System" Announcement	06/15/2023
Last Update	10/02/2023
Next Update	11/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Just Engaged Shoppers by DSA Updated monthly, these active, engaged, shoppers have made a purchase and during the check out process filled out a quick survey and signed up for an online newsletter providing information, advice, and resources. They have self reported they are getting married and provided a wedding date month. Surveys pops up on over 300 online sources, retail outlets and in special deals and promotions are served up daily.

Marketers can select wedding date month, age, gender, income and more! File is overlaid with demographics and lifestyle attributes. Postal, email and digital usage available. File updated monthly

Recommended for use by jewelry, vacations, home goods, services and publication offers, gift and stationery offer, apparel, furniture, insurance, collectibles, and other offers.

All mailers and offers must be cleared.

Special Selects: Wedding Date by Month, Dollar Amount: \$25+, \$50+, \$75+, \$100+, Credit Card Buyers, Mail Order Buyers, Presence of Children, Demographics, ethnicity, and Lifestyle selects available. Inquire further.

Demographics: 90% Females, 10% Males, Avg. Income \$50K, Avg. Age 24

Postal Min. 7,500

Email: 50,000 Minimum. Mailer required to provide creative for approval. All emails must contain company name/address. Client to provide from/subject line and seed list. Prepayment required on all email campaigns. Re-blast at 50% discount.

Digital Campaign Use available!

[Contact DSA](#)

SELECTS

Age	\$8.00/M
Birth Month	\$10.00/M
Credit Card Buyers	\$8.00/M
Demographic	\$8.00/M
Dollar Amount Spent	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
House Income	\$8.00/M
Mail Order Buyers	\$8.00/M
Marital Status	\$8.00/M
Presence of Children	\$8.00/M
Ethnicity: Hispanic, African American	\$10.00/M
Wedding Month	\$25.00/M
Digital Campaign	\$10.00/M

MANAGER**DSA Direct, LLC**

UNIT OF SALE

Average	\$50.00
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GENDER

Male	10%
Female	90%

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$575.00

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 cancelled 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. Email Orders; Cancellation after testing is at full charges

KEY CODING**Key Coding is available**

Charges	No charge
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ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. Prepayment on tests. Email orders on Prepayment basis only.

CONTACTS

Contact Name	Role	Email	Phone	Fax
Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ 078344	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact