

Look A Like Auto Models by DSA



Look a Like Auto Models by DSA provides targeted audiences for auto related offers. Marketers can select prospects from pre-built models for insurance or intent to purchase for Auto, Boat, Motorcycle, RVs, as well as, Warranties. Models available for Multi-channel campaigns.



SEGMENTS

6,875,000	Total Universe / Universe Rate	\$80.00/M
1,650,000	Top Scoring Records	\$80.00/M
687,500	Auto Insurance Model	\$80.00/M
110,000	Auto Warranty Model	\$80.00/M
25,000	Multi-Channel Campaign 25M min. Postal & Email	\$200.00/M

ID NUMBERS

Manager ID	
NextMark ID	637298
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

Direct response, Internet/On-Line, Insurance, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/23/2024
New to Manager	09/23/2024
Counts Through	08/31/2024

DATA CARD MAINTENANCE

New To System	09/23/2024
"New to System"	
Announcement	
Last Update	09/23/2024
Next Update	10/09/2024
Update Frequency	MONTHLY

DESCRIPTION

Look a Like Auto Models by DSA provides targeted audiences for auto related offers. Marketers can select prospects from pre-built models for insurance or intent to purchase for Auto, Boat, Motorcycle, RVs, as well as, Warranties. Audiences can be further segmented to match marketers' requirements. Multi-channel campaigns at postal and supported by email provides an alert of an upcoming mailing and/or extended response time with reminders.

Available Audiences:

Auto, Boat, Motorcycle, RV, Auto Warranties, as well as, Dental, Health, Life, Medicare Supplement and Pet Models

Email Minimum: 25,000

Multi-Channel: \$200/M for Postal with Email Campaigns
 Creative requirements: HTML & Plain Text Include client name & address & opt out option.
 Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

Postal Minimum: 10,000

[Contact DSA Today](#)

SELECTS

- Age
- Demographic
- Ethnic/Ethnicity
- Gender/Sex
- Geo/Geographical
- Income Select
- Lifestyle
- Product Category

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

UNIT OF SALE	
Average	\$45.00

GENDER	
Male	45%
Female	55%

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 mail date and/or merge will be at full rental rate. Orders received & processed will incur a 100/F cancel fee, \$15/M cancellation run charges & shipping/material fees.

KEY CODING	
Key Coding is available	
Charges	\$3.00/M

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

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact