

Look A Like Health Insurance Model by DSA



Look a Like Health Insurance Models by DSA provides targeted audiences for health related offers. Audience is sourced from hotline self-reported data that is matched to a transactional database and modeled. Marketers can select Dental, Health, Life and Medicare Supplement Models.



SEGMENTS

9,064,650	Total Universe / Universe Rate	\$80.00/M
1,335,000	Top Scoring Records	\$80.00/M
150,000	Dental Insurance Model	\$80.00/M
625,000	Health Insurance Model	\$80.00/M
175,000	Life Insurance Model	\$80.00/M
385,000	Medicare Supplement Insurance	\$80.00/M
25,000	Multi-Channel Campaign 25M min. Postal & Email	\$200.00/M

ID NUMBERS

Manager ID	
NextMark ID	637297
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

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

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 Health Models by DSA provides targeted audiences for health related offers. Marketers can select Dental, Health, Life, Medicare Supplement and discount health membership models. Hotline self-reported data is matched to transactional data and modeled to validate and identify top prospects.

Prospects are well suited for offers that provide value and assurance. 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:

Health Models available are: Health, Dental, Life, Medicare Supplement Models and Discount health membership Models. Additional audiences available: Auto, Boat, Pet and Warranty

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

AVERAGE INCOME

Value **\$45,000.00**

MINIMUM ORDER

Minimum Quantity **10,000**
Minimum Price **\$500.00**

Lifestyle
 Presence of Child
 Product Category

MANAGER
 DSA Direct, LLC

UNIT OF SALE
 Average **\$45.00**

GENDER
 Male **35%**
 Female **65%**

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**

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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