

## Look A Like Insurance Models by DSA



Look a Like Insurance Models by DSA provides targeted audiences for insurance related offers. Marketers can select by type of insurance, such as Health, Home, Auto and more. Models are available for Multi-Channel Campaigns.



### SEGMENTS

19,975,000	Total Universe / Universe Rate	\$80.00/M
2,225,570	Top Scoring Records	\$80.00/M
687,500	Auto Insurance Model	\$80.00/M
110,000	Auto Warranty Model	\$80.00/M
625,000	Health Insurance Model	\$80.00/M
158,000	Home Insurance	\$80.00/M
175,000	Life Insurance Model	\$80.00/M
155,000	Pet Insurance Model	\$80.00/M
25,000	Multi-Channel Campaign 25M min. Postal & Email	\$200.00/M

### ID NUMBERS

Manager ID	
NextMark ID	637295
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer	 
----------	---

### SOURCE

Direct response, Multi Sourced, Internet/On-Line, 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 Insurance Models by DSA** provides targeted audiences for insurance related offers. Marketers can select by type of insurance. Hotline self-reported data is matched to transactional data and modeled to validate and identify top prospects. 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, Dental, Health, Life, Medicare Supplement, Pet and Warranty. Selects available include Age, Income, Pet Owners and more. Inquire.

#### 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
Presence of Child
Product Category

### AVERAGE INCOME

Value	\$45,000.00
-------	-------------

### MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

### COMMISSIONS

Broker	20%
Agency	15%

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$45.00**

**GENDER**

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

**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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact