

## Look A Like Model Data by DSA



Look a Like Model Data by DSA. Reach targeted prospect audiences that have been carefully selected through a detailed modeling process. Using our transactional database we created generic models available for rental without data contribution required. Model data has been sourced from database of product purchases, brand name transactions, social media records and our large multi-sourced enhanced database of consumer transactions.

### SEGMENTS

3,900,000	Total Universe / Universe Rate	\$80.00/M
650,000	30-Day Buyers / Top Scoring Records	\$80.00/M
1,400,000	3 Month Buyers / Top Scoring Records	\$80.00/M
2,750,000	12 Month Buyers / Top Scoring Records	\$80.00/M
	Fundraiser Rate	\$70.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaign - Inquire	\$40.00/M

### DESCRIPTION

**Look a Like Model Data by DSA** Reach targeted prospect audiences that have been carefully selected through a detailed modeling process. Using our transactional database we created generic models available for rental without data contribution required. Model data has been sourced from database of product purchases, brand name transactions, social media records and our large multi-sourced enhanced database of consumer transactions. Hundreds of category models are available.

#### Available Audiences:

Select Audiences by Brand and/or Category: Apparel and Accessories, Children, Cosmetics, Drugstores, Electronics, Fast Food Chains, Restaurants, Retail, Finances, Gaming, Gourmet Foods, Food Home Delivery, Health, Home Improvements, Pet Products, Sporting Goods, Travel, Telecom and more. Hundreds of audience groups available. Audience can be modified with additional selects such as demographic and geographic selects; inquire. Inquire for specific brands.

#### Email Orders: 25,000 Minimum

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.

**Digital Campaign:** \$40/M 25,000 Min. Media Buy and Campaign Management Separate. Inquire.

**Postal Minimum:** 7,500

**NOTE:** Selects waived on test orders of 7,500+ with the exception of religious, ethnic, political selects. Inquire.

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### ID NUMBERS

Manager ID	
NextMark ID	525121
mIn ID	525121
SRDS ID	

### MEDIA TYPE

Consumer  

### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	11/14/2018
New to Manager	08/12/2010
Counts Through	06/30/2020

### DATA CARD MAINTENANCE

New To System	11/14/2018
"New to System"	11/15/2018
Announcement	
Last Update	07/15/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

SELECTS	
Age	
Brand Name / Category	
Demographic	
Email Campaign	\$25.00/M
Ethnic/Ethnicity	
Facebook / Social Media	
Gender/Sex	
Geo/Geographical	
Income Select	
Lifestyle	
Presence of Child	
Product Category	

MANAGER	
<b>DSA Direct, LLC</b>	

UNIT OF SALE	
Average	\$45.00

GENDER	
Male	45%
Female	55%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
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	
<b>Key Coding is available</b>	
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