

Look A Like Pet Insurance Model by DSA



Look a Like Pet Insurance Model by DSA provides targeted audiences for pet related offers. Audience is sourced from self-reported data that is matched to transactional database and modeled to identify top prospects. 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	637299
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

Insurance, Internet/On-Line, Direct response, 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 Pet Insurance Model by DSA provides targeted audiences for pet related offers. Audience is sourced from hotline self-reported data that 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, Motorcycle, RV, Auto Warranties, as well as, Dental, Health, Life, Medicare Supplement and Pet Models. Additional select available: Pet Owners.

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

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SELECTS

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

MANAGER

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%

DSA Direct, LLC

UNIT OF SALE

Average **\$45.00**

GENDER

Male **45%**
 Female **55%**

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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★ = Primary contact