

New Movers by DSA



NEW MOVERS by DSA file offers marketers a large pool of prospects new to the neighborhood. The multi-sourced new mover file updates weekly and is generously enhanced to offer expansive select options. Reach Donors, Renters, Families, Credit stressed movers at a pivotal time. A must include file for marketers seeking a more responsive new mover life event file.

SEGMENTS

15,000,000	Total Universe / Universe Rate	\$75.00/M
250,000	Weekly Hotline Movers	\$90.00/M
1,265,000	1 Mos. New Movers	\$85.00/M
650,000	1 Mos. New Movers & Donors	+ \$8.00/M
175,000	1 Mos. Out Of State Movers	+ \$8.00/M
2,750,000	3 Mos. New Movers	\$80.00/M
15,000,000	12 Mos. New Movers	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
250,000	At Email Address	+ \$25.00/M

DESCRIPTION

NEW MOVERS by DSA file offers marketers a large pool of prospects new to the neighborhood. The multi-sourced new mover file updates weekly and is generously enhanced to offer expansive select options. Reach Donors, Renters, Families, Credit stressed movers at a pivotal time. DSA New Movers provides trigger data with the responsiveness of transactional data of purchases, contributions, and self-reported online data. A must include file for marketers seeking a more responsive new mover life event file.

The file is overlaid with demographics, lifestyle and donor and purchase transactions at an individual and household level. The file is overlaid with modeled credit scoring data to provide movers by credit ranking. In addition, marketers can select movers with no credit card transactional history from our large transactional database. Market to renters, new homeowners, single parents, multi-generational households, income, net worth, home market value, Hispanic, Spanish Speaking, Presence of Children, direct mail buyers and online shoppers. Email is available at a favorable rate with 100,000+ quantities.

Special Selects: Donors by Category: Animal, Children, Health, Political & Veteran Causes, Political Party, Mail Order Buyers, Online Buyers, Homeowners, Renters, First Time Homeowners, Credit Rating thru Model Processing, Self-Reported Lifestyle Change (ex. Divorced, Job Loss, Retired) Dog / Cat / Pet Owners, Children in the Household, Children By Age Range/Gender, Marital Status, Dwelling Type, Home Value, Inquire!

Demographics: 53% Male, 47% Female, Avg Age 40, Income \$45K

Postal: 7,500 Minimum

Email: 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval.
2 Tests included. Additional Testing at \$100/F

ID NUMBERS

Manager ID	
NextMark ID	372603
mIn ID	372603
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Government records, Direct response, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/03/2021
New to Manager	01/01/2020
Counts Through	06/30/2021

DATA CARD MAINTENANCE

New To System	01/31/2013
"New to System"	02/01/2013
Announcement	
Last Update	07/14/2021
Next Update	08/06/2021
Update Frequency	MONTHLY

Client to supply: Seed List, Subject Line and Creative must contain clients full address information. Prepayment required on all email orders.

ASK [DSA Direct](#)

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Credit Card Type	\$8.00/M	MINIMUM ORDER	
Credit Scoring Model	\$10.00/M	Minimum Quantity	7,500
Demographic	\$8.00/M	Minimum Price	\$500.00
Donor by Category Cause	\$10.00/M	COMMISSIONS	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Income Select	\$6.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$8.00/M	Net Name is allowed	
Hispanic / Ethnicity	\$12.00/M	Floor	85%
Home Market Value	\$8.00/M	Minimum Quantity	50,000
Home Owner, Renter	\$8.00/M	Run Charges	\$8.00/M
Household Income	\$8.00/M	EXCHANGES	
Mail Order Buyers	\$8.00/M	Exchange is not allowed	
Marital Status	\$8.00/M	REUSE	
Move from/to Apt or Home	\$8.00/M	Reuse is allowed	
New Homeowners	\$8.00/M	Minimum Quantity	0
No Credit Cards		Run Charge	
Old Address / New Address	\$8.00/M	CANCELLATION	
Presence of Children	\$8.00/M	Charges	\$100.00/F
MANAGER		CANCELLATION INSTRUCTIONS	
DSA Direct, LLC		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 run charges & shipping/material fees.	
GENDER		KEY CODING	
Male	53%	Key Coding is available	
Female	47%	Charges	\$2.00/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 required on new tests and All Email Orders. Creative Required for approval	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact