

No Credit New Movers by DSA



NO CREDIT NEW MOVERS by DSA provides marketers with new movers with no credit card transactions on record. Marketers can select new movers with no credit card purchases, debit card users, house charge or other payment terms on this weekly hotline new mover file. We matched our hotline mover file with credit payment processing data to provide meaningful trigger data.

SEGMENTS

1,258,076	Total Universe / Universe Rate	\$80.00/M
106,653	1 Mos. New Movers No Credit	\$95.00/M
276,897	3 Mos. New Movers No Credit	\$90.00/M
1,258,076	12 Mos. New Movers No Credit	\$80.00/M
	Fundraiser Base Rate	\$75.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	580141
mIn ID	580141
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct response, Government records

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/26/2021
New to Manager	01/01/2020
Counts Through	06/30/2021

DATA CARD MAINTENANCE

New To System	05/25/2021
"New to System"	05/27/2021
Announcement	
Last Update	07/14/2021
Next Update	08/05/2021
Update Frequency	MONTHLY

DESCRIPTION

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No Credit New Movers by DSA provides trigger data with the responsiveness of transactional data of purchases, contributions, and self-reported online data. Tailoring offers to prospects credit standings allows for better responses for marketers. 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, Political Party, Source: Direct Mail, Online, Renters, First Time Homeowners, Credit Rating thru Model Processing, Pet Owners, Children in the Household, Dwelling Type, 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

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
Political Party		CANCELLATION INSTRUCTIONS	
Source: Direct Mail		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.	
Online		KEY CODING	
Renters		Key Coding is available	
First Time Homeowners		Charges	\$2.00/M
Credit Rating thru Model Processing		ADDRESSING	
Pet Owners		FTP	\$75.00/F
Children in the Household		EMAIL	\$75.00/F
Dwelling Type		RUN CHARGE	\$8.00/M
MANAGER		SPECIAL INSTRUCTIONS	
DSA Direct, LLC		Sample mail piece required for list owner approval. Prepayment required on new tests and All Email Orders. Creative Required for approval	
UNIT OF SALE			
Average	\$40.00		
GENDER			
Male	53%		
Female	47%		

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