
On Demand Modeling from American Consumer Database



On Demand Look a Like Model is built using a sample of your customer audience as the framework. Your customer is matched to the American Consumer Database which consists of 1,000+ attributes of transactions, demographics, interests and more. The AI programing quickly identifies top scoring prospect audiences.

SEGMENTS

200,000,000	Total Universe / Universe Rate	\$80.00/M
2,500,000	Top Scoring Prospects	\$80.00/M

ID NUMBERS

Manager ID	
NextMark ID	626256
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Internet/On-Line, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/18/2023
New to Manager	01/02/2023
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	12/18/2023
"New to System"	12/19/2023
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

On Demand Look a Like Model is built using a sample of your customer audience as the framework. Your customer is matched to the **American Consumer Database** which consists of 1,000+ attributes of transactions, demographics, interests and more. The AI programing quickly identifies top scoring prospect audiences. House file customers can be suppressed if provided. All customer data is only used for order production and not retained.

The benefits of on demand modeling is that prospect audiences can be created based on the samples customers provide. For example, models can be produced using "best" customers, repeat customers, high dollar, seasonal, members and other segments. On demand models can be ordered based upon a mailing's goals.

Audience Refinement Selects: Product and Donor Categories, avg. transaction amount, Demographic, Lifestyle Interest, Source: Direct Mail, Online, Method of Payment, Credit Card, House Charge, Deferred Billing, and more. Inquire.

Product Categories: Apparel: Women's, Men's, Children, Baby/Infant, Large Size, Intimates, Swimwear, Footwear, Anti-Aging, Beauty/Cosmetics/Skin Care, Health Products, Health Supplements, Ailments, Children Mdse, Books, Toys, Crafts by Category, Gifts, Home Décor, Home Furnishings, Home Office/ Computer Supplies, Jewelry, Linen/Bed/Bath, Magazines, Books, Sporting Goods, Toys, Travel, Luggage and much more. Hundreds available. Inquire.

Donor Categories: Animal Welfare, Art/Culture, Health, Political, Religious, Veteran, Direct Mail Donors

Interests: Reading by Category, Beauty/Fashion, Hobbies, Crafts, Cooking, Diet/Nutrition, Health, Fitness, Gardening, Sports, Outdoors, Travel, Woodworking, Christian Families, Bible/Devotional Reading and more.

Ailment: Arthritis, Diabetes, Heart Condition, Joint/Mobility and more. Inquire.

Minimum: 10,000 Postal

Digital Campaign: Inquire

Email: Opt-In Email with deployment Base + \$25/M, 25,000 Min.
Prepayment on all email orders. Creative Requirements: HTML & Plain Text. Include client name & address and opt out option. Creative services available for add'l fee \$275+. Client to provide Subject Line, From/To, Seed List. 2 Tests included, additional testing \$150/F per test. Two tracking reports with delivered, opened, click thru. Personalization available. House file suppression available.

Modeling:

Custom Model Build: 25,000 Min. \$25/M scoring fee.

Types: Good Customer Model, Look A Like, Mail Regression Model Min. Data Required: 25M. Build Time: 4-6 Weeks. Mailer to Provide: House file/mail file and customer profile information if available. All mailers for modeling must be cleared and may require Database Contribution.

[CONTACT DSA](#) for information

PROFILE

Donors by Category (8.00/M)

Animal Welfare
Children
Health
Religious
Veteran
Political
Art/Culture
Direct Mail Donors

Product Category (8.00/M)

Women's
Men's
Children
Large Size
Intimates
Swimwear
Footwear
Beauty/Cosmetics
Health Products
Health Supplements
Ailments
Children Mdse
Collectibles by Category
Crafts by Category
Food/Gifts
Gardening
Gifts
Home Decor
Home Furnishings
Jewelry
Linens
Magazines
Books
Sporting Goods
Toys

Travel/Luggage

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Dollar Amt. Avg. Purch	\$8.00/M
Donors by Category	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner / Renter	\$8.00/M
Income Select	\$8.00/M
Lifestyle / Interests	\$8.00/M
Marital Status	\$8.00/M
Multi Donor	\$8.00/M
Party Affiliation	\$12.00/M
Presence of Child	\$8.00/M
Product Category	\$8.00/M
Religious	\$12.00/M
Subscribers by Category	\$8.00/M
Source Online, DM	\$8.00/M
Subscriber Data	\$8.00/M
Digital Campaign	\$10.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$50.00**

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

AVERAGE INCOME
 Value **\$40,000.00**

MINIMUM ORDER
 Minimum Quantity **10,000**
 Minimum Price **\$750.00**

COMMISSIONS
 Broker **20%**
 Agency **15%**

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 cancelled 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. Email Orders: Cancellation after testing is at full charges.

KEY CODING
Key Coding is available
 Charges **No charge**

ADDRESSING
 FTP **\$75.00/F**
 EMAIL **\$75.00/F**
 RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS
 Sample Mail Piece required on Tests for Approval. Prepayment required on all Email: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Creative must contain: Client name/address, Opt out of future Emails & an unsubscribe response vehicle. Creative required in HTML & Text versions. We provide Tracking report with Delivered Qty, Opens & Click Thru Rates.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact