

## Pampered Pooch Pet Product Buyers by DSA



Pampered Pooch Pet Product Buyers by DSA are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases.

### SEGMENTS

1,001,100	Total Universe / Universe Rate	\$75.00/M
97,000	1 Mos. Pet Product Multi-Buyers	\$85.00/M
295,250	3 Mos. Pet Product Multi-Buyers	\$80.00/M
1,001,100	12 Mos. Pet Product Multi-Buyers	\$75.00/M
74,000	3 Mos \$25+ Pet Prod. Byrs & Donors	+ \$10.00/M
	Digital Campaign - Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	421636
mIn ID	421636
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Compiled lists, Direct mail sold, Multi Sourced, Buyers, Multi-buyers, Catalog

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	09/08/2014
New to Manager	09/01/2014
Counts Through	09/30/2020

### DATA CARD MAINTENANCE

New To System	09/08/2014
"New to System"	09/09/2014
Announcement	
Last Update	10/01/2020
Next Update	11/06/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Pampered Pooch Pet Product Buyers by DSA** are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. Pampered Pooch Pet Product Buyers is a select off of the large comprehensive masterfile called, American Consumer Database.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains subscriber and donor activity on each record. Mailers can select buyers and subscribers to fashion publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

**Special Selects:** # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Marital Status, Dog or Cat Owners, Reader Interest, Women's Fashion, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

**Opt-in Email address** data has been appended to this transactional file.

**Digital Campaigns** - \$40/M on matched records with \$500 minimum

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

**MINIMUM:** 7,500 postal mailing

**SELECTS**

Age/Income	\$8.00/M
Cat or Dog Pet Owner	\$8.00/M
Credit Card Buyers	\$8.00/M
Demographic	\$8.00/M
Direct Mail Sold Only	\$8.00/M
Dollar Amount - AP	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
House Charge Card	\$8.00/M
Lifestyle	\$8.00/M
Multi-Buyers	\$8.00/M
Number of Purchases	\$8.00/M
Presence of Children	\$10.00/M
Product Categories	\$10.00/M
Reader Interest	\$8.00/M

**MANAGER**

DSA Direct, LLC

**UNIT OF SALE**

Average	\$50.00
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**GENDER**

Male	15%
Female	85%

**AVERAGE INCOME**

Value	\$45,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$450.00

**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**

Exchange is not allowed

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**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.

**KEY CODING**

<b>Key Coding is available</b>	
Charges	\$2.00/M

**ADDRESSING**

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

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact