

## Pet Market Look A Like Model by DSA



Pet Market Look A Like Model by DSA. Reach prospects in the pet category that have been carefully selected through a modeling process. We pooled together transactional data from major national Pet Brands, related social media activity, match the audience to our large database of product purchase transactions to create models by specific categories.

### SEGMENTS

1,225,000	Total Universe / Universe Rate	\$80.00/M
150,000	Home Delivery Pet Products	\$80.00/M
150,000	Pet Food Brands	\$80.00/M
150,000	Pet Meds Brands	\$80.00/M
150,000	Pet Supplies Brands	\$80.00/M
	Fundraiser Rate	\$70.00/M
	Email: 25,000 Min.	+ \$25.00/M
	Digital Campaigns	\$35.00/M

### ID NUMBERS

Manager ID	
NextMark ID	523975
mIn ID	523975
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Direct response

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/30/2018
New to Manager	08/12/2010
Counts Through	09/30/2020

### DATA CARD MAINTENANCE

New To System	10/26/2018
"New to System"	10/31/2018
Announcement	
Last Update	10/01/2020
Next Update	11/03/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Pet Market Look A Like Model Data by DSA.** Reach prospects in the pet category that have been carefully identified and scored through a modeling process. We pooled together online transactional data from major national Pet Brands, related social media activity, match the audience to our large database of product purchase transactions to create models by specific categories. The in-depth audience is scored and offered on rental basis by top ranking records.

Thru an online payment and customer tracking service, purchases from major brands are captured and appended with social media activity, demographic and lifestyle attributes. This data is matched against our large transactional database and the enriched records are scored to identify the best candidates. Marketers can select by top ranking, add additional criteria selects and mail, email, provide digital display ads and market to them on their social media accounts.

#### Available Audiences:

Select by Category or by Brand names: Categories Include: Apparel and Accessories, Children, Cosmetics, Drugstores, Electronics, Fast Food Chains, Restaurants, Retail, Finances, Gaming, Gourmet Foods, Food Home Delivery, Health, Home Improvements, Pet Products, Sporting Goods, Travel, Telecom and more. Hundreds of models have been created. Audience can be modified with additional selects such as demographic and geographic selects; inquire

**Digital Campaigns:** \$500 min.  
\$35/M base, \$8/M impressions, \$500 Min. Chrg

#### Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text. Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: From, Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. Housefile suppression available, Inquire. Prepayment required on all email.

**Audience is available at postal, email and on social media.**

### SELECTS

Age

### AVERAGE INCOME

Value

\$45,000.00

Demographic  
 Direct Mail Responsive  
 Ethnic/Ethnicity  
 Gender/Sex  
 Geo/Geographical  
 Income Select  
 Lifestyle  
 Presence of Child

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$45.00**

**GENDER**

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

**MINIMUM ORDER**

Minimum Quantity **7,500**  
 Minimum Price **\$500.00**

**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 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. Email Orders on prepayment basis only with full creative needed for approval

**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