
Shoppers at Pet Retailers & Veterinary Care Centers



Shoppers by the Pet Retailers they frequent provides patrons of pet shops, pet stores, pet supplies and veterinary care clinics. Marketers can select by number of visits as well as enhancements appended to file. Find prospects by where they are currently shopping. File available at postal and email address.

SEGMENTS

1,925,830	Total Universe / Universe Rate	\$80.00/M
175,000	30-Day Shoppers at Pet Retailers	\$80.00/M
879,250	90-Day Shoppers at Pet Retailers	\$80.00/M
1,157,663	90-Day Shoppers at Veterinary Care Centers	\$80.00/M
	Email Campaign	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	534219
mIn ID	534219
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Opt-in e-mail, Internet/On-Line, Direct response, Retail/POP, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/12/2019
New to Manager	04/19/2019
Counts Through	04/30/2023

DATA CARD MAINTENANCE

New To System	04/19/2019
"New to System"	06/13/2019
Announcement	
Last Update	05/02/2023
Next Update	06/08/2023
Update Frequency	MONTHLY

DESCRIPTION

Shoppers by the Pet Retailers they frequent provides patrons of pet shops, pet stores, pet supplies and veterinary care clinics. Marketers can select by number of visits as well as enhancements appended to file. Find prospects by where they are currently shopping. File available at postal and email address.

Based upon tracking information gathered from mobile devices that connect with retailer's Wi-Fi networks, marketers gain access to prospects shopping habits. Over 75+ retail categories are available and hundreds of specific retailer brands on the Shoppers by Retailers they Frequent Masterfile. The file is well enhanced with demographic and lifestyle interest selects to help narrow down your audience to reach top prospects. All mailers must provide creative / mail piece for approval.

Selects:

Retail Categories: Pet Retailers, Veterinary Care Centers. Other categories include: Art/Galleries, Auto Body, Bakeries, Book Stores, Car Rental, Clothing, Cosmetics, Department Store, Electronics, Florist, Furniture Store, Gym, Hair Salon, Hardware, Health Store, Home Goods, Jewelry, Pay Day Loan Store, Pharmacies, Restaurants, Veterinarian, Yoga Studio, Zoo's. Demographic and Lifestyle Interests selectable.

Updated Weekly – Allow 5 days for order processing.

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: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress housefile, inquire. Prepayment required on all email

PROFILE

Retail Category

Art/Galleries
Auto Body
Bakeries
Book Stores
Car Rental
Clothing
Cosmetics
Department Store
Electronics

Florist
 Furniture Store
 Gym
 Hair Salon
 Hardware
 Health Store
 Home Goods
 Jewelry
 Pay Day Loan Store
 Pet Stores
 Pharmacies
 Restaurants
 Veterinarian
 Yoga Studio
 Zoo's

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$8.00/M
Dog Vs Cat Owners	\$10.00/M
Retail Category	
Exact Store name/brand	\$10.00/M
Email Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	35%
Female	65%

AVERAGE INCOME

Value **not available**

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	\$85.00/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 and all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

