

## Shoppers by Locations they Frequent



Shoppers by Locations they frequent provides prospects based on where they shop! Marketers can select by retail categories such as sporting goods, home goods, home furnishings, jewelry, cosmetic, health/vitamins and by specific retailer brands. By using this file, marketers gain insight into products and services prospects would be interested in by their shopping habits. This file is available at postal and email address.

### SEGMENTS

15,000,000	Total Universe / Universe Rate	\$80.00/M
15,000,000	30-Day Shoppers	\$80.00/M
1,400,000	Shoppers at Sporting Goods Retailers	\$80.00/M
6,200,000	Shoppers at Furniture Stores	\$80.00/M
12,000,000	Shoppers at Home Goods Stores	\$80.00/M
1,500,000	Shoppers at Mattress Stores	\$80.00/M
4,000,000	Shoppers at Payday Loan Stores	\$80.00/M
1,300,000	Shoppers at Pet Stores	\$80.00/M
10,000,000	Shoppers at Pharmacies	\$80.00/M
775,000	Shoppers at Spa's	\$80.00/M
1,350,000	Shoppers at Veterinary Care Centers	\$80.00/M
	Email Campaign	+ \$25.00/M

### DESCRIPTION

**Shoppers by Locations they frequent** provides prospects based on where they shop! Marketers can select by retail categories such as sporting goods, home goods, home furnishings, jewelry, cosmetic, health/vitamins and by specific retailer brands. By using this file, marketers gain insight into products and services prospects would be interested in by their shopping habits. This file is 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. 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: 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. Demographic and Lifestyle Interests selectable.

### Updated Monthly

**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

### ID NUMBERS

Manager ID	
NextMark ID	527853
mIn ID	527853
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/03/2019
New to Manager	12/28/2018
Counts Through	06/30/2020

### DATA CARD MAINTENANCE

New To System	12/28/2018
"New to System"	01/04/2019
Announcement	
Last Update	07/23/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

*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
Presence of Child	\$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	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
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	
<b>Key Coding is available</b>	
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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