
Shopping Cart Check Out Survey Responders by DSA



Online buyers are responding to survey questionnaires prompted upon check out during an online purchase. They are incentivized with discounts on a variety of products and services, as well as a free online newsletter subscription. Responders are all buyers, and are matched to our large database for verification of accuracy.

SEGMENTS

7,850,000	Total Universe / Universe Rate	\$75.00/M
550,000	1 Mos. Registrants	\$80.00/M
2,875,000	3 Mos. Registrants	\$75.00/M
7,850,000	12 Mos. Registrants	\$75.00/M
	Digital (inquire)	+ \$25.00/M

ID NUMBERS

Manager ID	616654
NextMark ID	616654
mIn ID	616654
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/03/2023
New to Manager	01/03/2023
Counts Through	09/30/2023

DATA CARD MAINTENANCE

New To System	02/03/2023
"New to System" Announcement	02/06/2023
Last Update	10/02/2023
Next Update	11/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Shopping Cart Check Out Survey Responders Online buyers are responding to survey questionnaires prompted upon check out during an online purchase. They are incentivized with discounts on a variety of products and services, as well as a free online newsletter subscription. Responders enjoy newsletters that cover topics such as Celebrity News, Daily News, Food & Nutrition, Medicare Resources, Health & Wellness, Parenting, Relationships and more. All responders are matched to our large database for verification of accuracy and appended with demographic and lifestyle attributes.

Marketers can select audiences by survey topics concerning ailments, aging, childcare, education, family planning, mental health, pet care, life, health, dental, burial and pet insurance. Hundreds of select options are available on this robust file.

This highly responsive file provides shoppers that are seeking to engage further and explore products and services. Audience is well suited for value offers, discount memberships, subscriptions, incentive offers, and easy credit offers.

Special Selects: Age, income, gender, demographics, lifestyle interests, ethnicity, homeowner/renter, presence of children, credit card users, identified direct mail buyers/responders and more. Inquire

Demographics: 85% Females, Avg. HH Income \$45,000, Avg. Age 45+

Postal Minimum 7,500

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PROFILE

Product Category (8.00/M)

Apparel/Fashion Clothing

Electronics

Home Décor/Wares

Pet Products
 Seasonal Décor
 Craft/Art Supplies
 Sporting Goods

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Ailment Data	\$10.00/M	MINIMUM ORDER	
Credit Card Users	\$8.00/M	Minimum Quantity	7,500
Demographic	\$8.00/M	Minimum Price	\$450.00
Direct Mail Buyers	\$8.00/M	COMMISSIONS	
Ethnic/Ethnicity	\$10.00/M	Broker	20%
Gender/Sex	\$8.00/M	Agency	15%
Geo/Geographical	\$8.00/M	NET NAME ARRANGEMENTS	
Income Select	\$8.00/M	Net Name is allowed	
Insurance Seeker	\$8.00/M	Floor	85%
Mail Order Buyers	\$8.00/M	Minimum Quantity	50,000
Lifestyle	\$8.00/M	Run Charges	\$8.00/M
Marital Status	\$8.00/M	EXCHANGES	
Presence of Child	\$8.00/M	Exchange is not allowed	
Product Category	\$8.00/M	REUSE	
MANAGER		Reuse is allowed	
DSA Direct, LLC		Minimum Quantity	0
UNIT OF SALE		Run Charge	
Average	\$50.00	CANCELLATION	
GENDER		Charges	
Male	15%	\$100.00/F	
Female	85%	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	\$2.00/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.			

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact