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## Shopping Cart Check Out Survey Responders by DSA

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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.

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### 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

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### ID NUMBERS

Manager ID	
NextMark ID	616654
mIn ID	616654
SRDS ID	

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### MEDIA TYPE

Consumer 

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### SOURCE

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

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### GEOGRAPHY

USA

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### OPT-IN

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### MAINTENANCE

Market Entry	02/03/2023
New to Manager	01/03/2023
Counts Through	12/31/2023

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### DATA CARD MAINTENANCE

New To System	02/03/2023
"New to System"	02/06/2023
Announcement	
Last Update	01/09/2024
Next Update	02/09/2024
Update Frequency	MONTHLY

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### 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

[Contact DSA Today](#)

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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**

Age	\$8.00/M
Ailment Data	\$10.00/M
Credit Card Users	\$8.00/M
Demographic	\$8.00/M
Direct Mail Buyers	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Insurance Seeker	\$8.00/M
Mail Order Buyers	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Presence of Child	\$8.00/M
Product Category	\$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 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	\$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