

## Consumer Email Database by DSA



Consumer Email Database by DSA is a large multi sourced transactional file of consumers at opt in to 3rd party offers email address. Reach buyers of a variety of products, donors and subscribers with demographic and lifestyle selects at their email address.

### SEGMENTS

10,425,000	Total Universe / Universe Rate	\$65.00/M
825,000	30-day Consumer Buyers	\$65.00/M
525,000	90-day Consumer Buyers	\$65.00/M
300,000	30-day Buyers of Womens Apparel	\$65.00/M
2,500,000	30-day Buyers of Mens Apparel	\$65.00/M
1,450,000	30-day Buyers of Children Gen. Mdse	\$65.00/M
1,650,000	30-day Buyers of Beauty/Cosmetics	\$65.00/M

### ID NUMBERS

Manager ID	
NextMark ID	425760
mIn ID	425760
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/19/2015
New to Manager	11/07/2014
Counts Through	04/30/2017

### DATA CARD MAINTENANCE

New To System	11/07/2014
"New to System"	01/20/2015
Announcement	
Last Update	05/04/2017
Next Update	06/14/2017
Update Frequency	MONTHLY

### DESCRIPTION

**NEW PRICING! \$65/M Base \*includes selects!**

**Consumer Email Database by DSA** is a large multi sourced transactional file of consumers at opt in to 3rd party offers email address. Reach buyers of a variety of products, donors and subscribers with demographic and lifestyle selects at their email address. Target prospects by the products they purchased, demographics and more!

**Special Selects:** Product Purchase Categories, Apparel, Beauty/Cosmetics, Children, Food, Gardening, Home décor, Furnishings, Craft/Collectibles, Jewelry, Luggage, Novelty Products: Nurses, Military Memorabilia, Wildlife, Religious, Subscriber Data: Children/Family, Cooking, Entertainment, Health, Home, Financial. Donors by Category; Animal Welfare, Children, Health, Religious, Veteran, Party Affiliation: Democrat, Republican, Ailments: Arthritis, Cardiac/Heart, Diabetes, Mobility, Demographic & Lifestyle enhancements are also available. Inquire!

**Opt-in Email address** data has been appended to this transactional file.

### Order Specifications

Creative must be supplied for pre-approval. Creative must contain client name and address. Creative must be supplied in text and HTML Format. Creative services available upon request. Client to supply subject line and test seed names/emails. House suppression file no chrg. up to 500M. Personalization available. Tracking Reports supplied with deployment. Follow up re-blasts available at discounted rates. Can send to opens/clicks with \$150/F set up fee. Re-blast with subject line changes only. Discounts available on multiple deployments.

**New Pricing!** \$65/M base includes all selects except: Ailment, Ethnicity, Religious & Political Affiliation. Must Order 25M for \$65/M rate.

EMAIL MINIMUM: 25,000

Prepayment Required on all Email orders.

### PROFILE

**Donor by Category Cause**

Animal Welfare	17,000	
Republican/Conservative	32,000	
Democratic/Liberal	36,000	
Art/Civic/Culture	20,000	
Health/Medical	21,000	
Environment/Conservation	30,000	
Children Causes	48,000	
Veteran Causes	14,000	

**Novelty Products**

- Nurses
- Military Memorabilia
- Wildlife
- Religious

**Subscriber Data**

- Children/Family
- Cooking
- Entertainment
- Health
- Home
- Financial

**Donors by Category**

- Animal Welfare
- Children
- Health
- Religious
- Veteran

**Party Affiliation (10.00/M)**

- Democrat
- Republican

**Ailments (10.00/M)**

- Arthritis
- Cardiac/Heart
- Diabetes
- Mobility
- Demographic & Lifestyle

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Age		Value	\$50,000.00
Childs Age Range		<b>MINIMUM ORDER</b>	
Demographic		Minimum Quantity	25,000
Donor by Category Cause		Minimum Price	\$1,300.00
Ethnic/Ethnicity	\$10.00/M	<b>COMMISSIONS</b>	
Gender/Sex		Broker	20%
Geo/Geographical		Agency	15%
Home Owner		<b>NET NAME ARRANGEMENTS</b>	
Income Select		Net Name is not allowed	
Lifestyle		<b>EXCHANGES</b>	
Marital Status		Exchange is not allowed	
Multi Donor		<b>REUSE</b>	
Presence of Child		Reuse is allowed	
Product Category		Minimum Quantity	0
Subscribers by Category		Run Charge	
Multi-Buyer: 2+, 3+		<b>CANCELLATION</b>	
Novelty Products			
Subscriber Data			
Donors by Category			
Party Affiliation	\$10.00/M		
Ailments	\$10.00/M		
Religious Affiliation	\$10.00/M		

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$45.00**

**GENDER**

Male **35%**  
 Female **65%**

Charges **\$150.00/F**

**CANCELLATION INSTRUCTIONS**

Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges.

**KEY CODING**

**Key Coding is available**  
 Charges **No charge**

**ADDRESSING**

Set Up Fee **\$150.00/F**

**SPECIAL INSTRUCTIONS**

Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Email orders approved on prepayment basis only.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact