

AudienceFirst Insights – Performance Modeling Solutions

(Updated 7/2022)

Counts	Segments	Prices
20,000,000	12 Mos Universe	\$75.00/M
	Fundraiser Base Rate	\$65.00/M
	Score Fee	\$25.00/M
	FTP/Email Delivery	\$65.00/F

Description

AudienceFirst Insights, Powered by Fluent, a leading performance marketing company made up of unique, self-declared data from nearly 1 million consumers daily, offers several statistical modeling programs, utilizing their data coupled with multi-source behavioral variables to build highly successful models.

Performance Models include:

Target Customer Profile: Mailer provides a selection of their best customers as the target for the model. Ideally this selection is 50,000-100,000 names with a minimum of 10,000. A model will be developed to identify prospective responders who are the most statistically similar relative to Fluent, demographic and lifestyle data.

Response Model: Mailer sends names from an entire mail campaign with a flag of the responders. A model will be developed to identify likely responders versus non-responders to the mailer's offer using the Fluent, demographic and lifestyle data.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 30,000

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Last Update	3/2023
Next Update	4/2023

CONTACT

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