

# DOBA

## Entrepreneurial

### FILE DESCRIPTION

Individuals with an entrepreneurial spirit utilize Doba for their company's drop ship needs. They are given a website where they can list their inventory and pay wholesale prices for over 1,500,000 products. Doba has exclusive relationships with over 200 wholesale manufacturers. These manufacturers drop ship their products directly to the customers. Doba entrepreneurs make money by selling products through online auctions and retail sites. Through their membership, they are given seller tools and training.

### FILE BREAKDOWN

858,704	Masterfile (12 Months)	\$120.00/M
743,191	Active Members (12 Months)	\$125.00/M
406,905	Active Members (6 Months)	\$+5.00/M
213,141	Active Members (3 Months)	\$+10.00/M
65,277	Active Members (1 Month)	\$+15.00/M
115,513	Expires (12 Months)	\$110.00/M

Minimum Order: Postal 5,000; Email 10,000

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

### EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

### SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Email, Telephone

### PROFILE

GENDER:  
43% Female  
49% Male

AVERAGE UNIT OF SALE:  
\$49.95 - \$59.95/month

### SOURCE

Internet Generated

### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

### CONTACT

For more information, contact:

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# Updated January 2019

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Names Thru: December 2018

Next Update: April 2019



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