

Credit Option Seekers

2,817,047
317,899

TOTAL UNIVERSE / BASE RATE \$75.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

The Consumers on the Credit Option Seekers file are looking for alternative ways to obtain credit to get the products and services they want. Credit Option Seekers are a subprime group of individuals that are highly responsive to low-end credit offers. You can select catalog shoppers, mail order buyers, online buyers and retail buyers that are looking for credit options. We can also apply our CSI score to help determine the back end risk of extending credit. The Credit Option Seekers file is perfect for catalogers that lead with credit offers, credit cards, credit repair, payday loans, direct to consumer insurance offers, retail offers and many more. This file is GLB compliant.

Source:

Aggregated Credit Data Combined with Survey/Online Responders

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
Gender	\$6.00/M
High Credit Risk CSI	\$15.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Lifestyle Category	\$10.00/M
Low Credit Risk CSI	\$15.00/M
Mail Order Buyers	\$7.50/M
Moderate Credit Risk CSI	\$15.00/M
No Credit History	\$15.00/M
Online Shoppers	\$10.00/M
Percent Credit Used	\$15.00/M
Retail Shoppers	\$10.00/M
Sweepstakes Entrants	\$7.50/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

47% Female
53% Male
Median Age: 42
Median Household Income: \$35,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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