

Credit Group

Data Cards

NATIONAL CREDIT REGISTERSM

Cardholders Likely To Buy Your Products & Services

This enhanced list of credit card users is compiled from numerous financial institutions and companies. Updated monthly and enhanced with over 100 data elements to identify the most active credit card shoppers.

National Credit RegisterSM Total Universe: (150,000,000+) \$50.00/M

NEW CREDIT ADDITIONSSM

Contact New Shoppers While They Are In A Buying Frenzy

These new additions to FMP Direct's financial databases include credit buyers such as new homeowners, recent card recipients, card renewals, reactivated credit shoppers, etc.—a dynamic credit buying force.

New Credit AdditionsSM Monthly Hotline: (100,000,000+) \$60.00/M

ACCESS AMERICAN HOMEOWNERSSM

Reach The American Homeowner Market With Ease

A dynamic list of homeowners that is compiled from deed registrations, mortgage data and other reliable public record sources. Updated monthly.

Access American HomeownersSM Total Universe: (55,000,000+) \$60.00/M

ACTIVE SINGLES

Target Single Credit Card Shoppers When Their Needs Are the Greatest

This file of active singles, widows/widowers, and divorcees is updated monthly to keep pace with this dynamic group of American credit consumers.

Active Singles Total Universe: (23,000,000+) \$55.00/M

Best Uses

Automotive	Entertainment/Travel	Restaurant
Banking	Fundraising	Retail/Services
Catalog	Health	Telecommunications
Consumer Lending	Home Accessories	Tourism
Consumer Products	Insurance	Utilities
Continuity Clubs	Magazine/Newspaper	
Credit Cards	Mortgage/Refinance	

Selections

Dwelling Type
Gender
Head of Household
Household Income
Length of Residence
Marital Status
Median Age
Median Education
Median Home Value
Each \$5.00/M extra

Other

Delivery:
Shipping occurs on or before the third working day from receipt of all required materials

Rush service is available for an additional fee

Requirements:
Minimum test:
5,000 names

Sample mail piece and mail dates

Purchase order or signed order confirmation

Prepayment or payment of previous orders if applicable

Selections

Bank Cardholders
Homeowners
Individual Income
Occupation
Presence of Children
Renters
Retail Cardholders
Each \$7.50/M extra

Ethnicity
Exact Age
Lender Name
Loan to Value
Mail Order Buyers
Mail Responsive Donors
Mortgage Amount
Purchase Date
Rate Type
Telephone Numbers
Each \$10.00/M extra

State
SCF
County
Each \$5.00/M extra

Zip Code
Mileage Radius

Each \$6.00/M extra

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