

## Bankrupt Mail Order Buyers by DSA



Bankrupt Mail Order Buyers are mail order shoppers that have filed bankruptcy papers. They are taking charge of their finances and working towards re-establishing their credit worthiness. Their bankruptcy status puts limitations on their ability to buy on credit, so they are seeking offers of easy credit term offers, discounts, loans, insurance and other value driven offers. Marketers can select by credit scoring, age, income, home ownership and more.

### SEGMENTS

1,200,000	Total Universe / Universe Rate	\$75.00/M
125,000	1 Mos. Bankrupt MOB's	+ \$10.00/M
315,000	3 Mos. Bankrupt MOB's	+ \$5.00/M
1,200,000	12 Mos Bankrupt MOB's	\$75.00/M
	At Email Address: 25M Min	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	423932
mIn ID	423932
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

Government records, Multi Sourced, Direct mail sold, Compiled lists, Masterfile enhanced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/09/2014
New to Manager	10/01/2014
Counts Through	12/31/2017

### DATA CARD MAINTENANCE

New To System	10/09/2014
"New to System" Announcement	10/10/2014
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

### DESCRIPTION

**Bankrupt Mail Order Buyers** are mail order shoppers that have filed bankruptcy papers. They are taking charge of their finances and working towards re-establishing their credit worthiness. Their bankruptcy status puts limitations on their ability to buy on credit, so they are seeking offers of easy credit term offers, discounts, loans, insurance and other value driven offers. Marketers can select by credit scoring, age, income, home ownership and more.

This file is sourced from public records, financial credit applications and is overlaid with transactional purchase data. In additional file has been appended with demographic and lifestyle selects for in depth prospect segmentation. This file is compliant with privacy laws. All mailers must provide complete mail piece sample and/or telemarketing script for approval. Credit scoring is based on financial credit worthiness model applied to file. Best to worst is selectable.

This file updates monthly is available at postal and email as well as with phone numbers.

**Special Selects:** Age, Income, Home vs Renter, Filing Date, Credit Score Ranking, Identified Mail Order Buyers

**Email Orders:** 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee.

Client to Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru.

Personalization available. Can suppress housefile, inquire. Prepayment required on all email orders

### SELECTS

Age **\$10.00/M**

### AVERAGE INCOME

Value **\$35,000.00**

Credit Scoring	\$15.00/M
Ethnic/Ethnicity	\$15.00/M
Income Select	\$10.00/M
Mortgage Holder	\$10.00/M
Home Value	\$10.00/M
Chapter Filing	\$10.00/M
Demographic & Lifestyle	\$8.00/M
HH Income	\$10.00/M
Filing Date	\$10.00/M
Marital Status	\$10.00/M
Home ownership vs Renters	
Net Worth	\$10.00/M
Occupation	\$10.00/M
Lifestyle	\$8.00/M

**MANAGER**  
DSA Direct, LLC

**GENDER**

Male	40%
Female	60%

**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**EXCHANGES**  
Exchange is not allowed

**REUSE**

**Reuse is allowed**

Minimum Quantity	3,000
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.

**KEY CODING**

**Key Coding is available**

Charges	\$3.00/M
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**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**

Sample Mail Piece Required for Approval.  
Prepayment on first time orders. Low Nets Available for Large Volume Mailers.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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