

Bankrupt New Movers by GrayHair Direct

Bankrupt New Movers by GrayHair Direct offers financially stressed new movers in need of easy credit, discount and value oriented offers. Through an overlay process we've identified households that moved that have filed for bankruptcy. A proprietary financial credit worthiness model applied to the file provides credit scoring data. GrayHair Direct manages data solutions and provides address management services for major firms. File updates weekly.

SEGMENTS

2,634,865	Total Universe / Universe Rate	\$85.00/M
325,344	1 Mos. Credit Stressed New Movers	+ \$20.00/M
891,829	3 Mos. Credit Stressed New Movers	+ \$15.00/M
2,634,865	12 Mos. Credit Stressed New Movers	+ \$10.00/M
76,848	1 Mos. Bankrupt New Movers	+ \$10.00/M
136,283	3 Mos. Bankrupt New Movers	+ \$5.00/M
464,600	12 Mos. Bankrupt New Movers	\$85.00/M
	At Email Address 25M Min	+ \$25.00/M
	Facebook Ad! Inquire	+ \$25.00/M

DESCRIPTION

Bankrupt New Movers by GrayHair Direct offers financially stressed new movers in need of easy credit, discount and value oriented offers. Through an overlay process we've identified new mover households that have filed for bankruptcy. A proprietary financial credit worthiness model applied to the file provides credit scoring data. [GrayHair](#) Direct manages data solutions and provides address management services for major firms. File updates weekly.

Marketers can reach specifically those individuals with poor credit by ranking best credit to worst which has been derived from a financial based proprietary model and identified households or individuals that have filed bankruptcy papers. The file offers and audience at a pivotal time when credit is needed as well as products and services. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for secured credit card offers, deferred billing offers, sweepstakes, financial and debt management services and more.

Special Selects Available: Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire

Weekly hotline available!

Opt-in Email address data has been appended to the file. Allow additional time for processing.

Co-Op Modeling – Overage Data can be sent to Mailers Co-op for Modeling. Payment required on records used and \$15/M run charges on balance. Volume Discount terms available

ID NUMBERS

Manager ID	
NextMark ID	362921
mIn ID	362921
SRDS ID	

MEDIA TYPE

Consumer

**SOURCE**

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

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	11/15/2012
New to Manager	10/18/2011
Counts Through	08/31/2017

DATA CARD MAINTENANCE

New To System	11/13/2012
"New to System"	11/16/2012
Announcement	
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee.

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

PROFILE

Donor by Category Cause (10.00/M)

- Art/Culture*
- Animal Welfare*
- Children*
- Environment*
- Health*
- Political*
- Religious*
- Veterans*

SELECTS

Age	\$10.00/M
Credit Card Type	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Political Affiliation	\$10.00/M
Income Select	\$10.00/M
Birth Month/Year	\$10.00/M
Credit Scoring	\$15.00/M
Mortgage Holder	\$10.00/M
Home Value	\$10.00/M
Donor by Category Cause	\$10.00/M
Subscribers by Category	\$10.00/M
Product Purchase Category	\$10.00/M
Individ. vs Family Move	\$10.00/M
HH Income	\$10.00/M
Individual Income	\$10.00/M
Marital Status	\$10.00/M
Home ownership vs Renters	
Net Worth	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from	\$10.00/M
Product Category	
Home Furnishings	\$10.00/M
Gardening	\$10.00/M
Home Improvements	\$10.00/M
Weekly hotline	\$10.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	44%
Female	41%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
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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★ = Primary contact

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