

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.

SEGMENTS

1,800,000	Total Universe / Universe Rate	\$85.00/M
315,783	1 Mos. Credit Stressed New Movers	\$95.00/M
735,601	3 Mos. Credit Stressed New Movers	\$85.00/M
22,057	1 Mos. Bankrupt New Movers	\$95.00/M
95,497	3 Mos. Bankrupt New Movers	\$85.00/M
12,204	1 Mos. Frequent Installment Payers	+ \$15.00/M
134,680	1 Mos. Poor Credit Risk Index Audience	+ \$15.00/M
	At Email Address 25M Min	+ \$25.00/M
	Facebook Ad Match \$25/M + \$7/M	+ \$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 \$8/M run charges on balance. Volume Discount terms available

Email Orders: 25,000 Minimum
Creative requirements: HTML & Plain Text Include client name & address & opt out option.
Creative services available for \$275/F fee.

ID NUMBERS

Manager ID	
NextMark ID	362921
mIn ID	362921
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	11/15/2012
New to Manager	10/18/2011
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	11/13/2012
"New to System"	11/16/2012
Announcement	
Last Update	07/06/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

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		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Credit Card Type	\$10.00/M	MINIMUM ORDER	
Ethnic/Ethnicity	\$15.00/M	Minimum Quantity	10,000
Political Affiliation	\$10.00/M	Minimum Price	\$500.00
Income Select	\$10.00/M	COMMISSIONS	
Birth Month/Year	\$10.00/M	Broker	20%
Credit Scoring	\$15.00/M	Agency	15%
Mortgage Holder	\$10.00/M	NET NAME ARRANGEMENTS	
Home Value	\$10.00/M	Net Name is allowed	
Donor by Category Cause	\$10.00/M	Floor	85%
Subscribers by Category	\$10.00/M	Minimum Quantity	50,000
Product Purchase Category	\$10.00/M	Run Charges	\$8.00/M
Individ. vs Family Move	\$10.00/M	EXCHANGES	
HH Income	\$10.00/M	Exchange is not allowed	
Marital Status	\$10.00/M	REUSE	
Home ownership vs Renters	\$10.00/M	Reuse is allowed	
Net Worth	\$10.00/M	Minimum Quantity	3,000
Education Level	\$10.00/M	Run Charge	
Occupation	\$10.00/M	CANCELLATION	
Transactional Buyer Activity from Product Category	\$10.00/M	Charges	\$100.00/F
Frequent Payment Method	\$10.00/M	CANCELLATION INSTRUCTIONS	
Credit Risk Indicator	\$15.00/M	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.	
Single Parent Movers	\$10.00/M	KEY CODING	
Weekly hotline	\$10.00/M	Key Coding is available	
MANAGER		Charges	\$3.00/M
DSA Direct, LLC		ADDRESSING	
GENDER		FTP	\$75.00/F
Male	44%	EMAIL	\$75.00/F
Female	41%	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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact