

## Cash is King No Checking Account UnderBanked



Cash is King No Checking Account Underbanked by DSA are hotline online responders to a survey asking about their banking needs. Responders have indicated they do not have a checking account. This underbanked market uses mostly cash and debit for their transactions.

### SEGMENTS

2,750,000	Total Universe / Universe Rate	\$75.00/M
285,000	1 Mos. Responders	\$85.00/M
775,000	3 Mos. Responders	\$80.00/M
2,750,000	12 Mos Responders	\$75.00/M
	Publishers & Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M
	Digital Campaign - Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	473105
mIn ID	473105
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/19/2017
New to Manager	01/19/2017
Counts Through	05/31/2020

### DATA CARD MAINTENANCE

New To System	01/19/2017
"New to System" Announcement	01/20/2017
Last Update	06/25/2020
Next Update	07/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Cash is King No Checking Account Underbanked by DSA** are hotline online responders to a survey asking about their banking needs. Responders have indicated they do not have a checking account. This underbanked market uses mostly cash and debit for their transactions. The survey asks what the most important aspects to them in a bank; the effect of banking fees and other related questions. The survey is published by survey companies for the banking institutions as a lead generator.

Their reasoning for not having a checking account and/or other banking accounts varies from having poor credit, limited finances, access issues, banking fees and / or privacy concerns. The file updates monthly and overlaid to provide audience segmentations. Credit rating from a proprietary model has been applied to the file and is selectable. Select best and worst credit scoring responders.

**Demographics:** 55% Females, 45% Males, Avg Age 40, Avg. Income \$32,000

**Minimum:** 7,500 postal mailing

**Digital Campaign** - \$40/M with 25,000 Min.

**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

[Submit Clearance](#)

### SELECTS

Age	\$8.00/M
Credit Rating	\$15.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M

### AVERAGE INCOME

Value	\$32,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

Income Select **\$8.00/M**  
 Email Campaign **\$25.00/M**

**MANAGER**  
**DSA Direct, LLC**

**GENDER**  
 Male **45%**  
 Female **55%**

**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 **0**  
 Run Charge

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

**CANCELLATION INSTRUCTIONS**  
 Orders cancelled 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. Email Orders: Cancellation after testing is at full charges.

**KEY CODING**  
**Key Coding is available**  
 Charges **\$3.00/M**

**ADDRESSING**  
 FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece required on Tests for Approval. Prepayment required on new tests and all Email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact