

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

2,524,500	Total Universe / Universe Rate	\$75.00/M
275,500	1 Mos. Responders	\$85.00/M
701,250	3 Mos. Responders	\$80.00/M
2,524,500	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 

SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/19/2017
New to Manager	01/19/2017
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	01/19/2017
"New to System" Announcement	01/20/2017
Last Update	02/08/2024
Next Update	03/08/2024
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

AVERAGE INCOME

Value	\$32,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

Geo/Geographical **\$8.00/M**
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