

Credit Card Application Denied by DSA



Hotline applicants have received notification that their credit card application has been denied. They have applied for credit cards offering no fee balance transfers, 0% interest, cash back, reward programs or no annual fees. Consumers want credit cards now but have been denied due to low credit scores, insufficient income, high debt, or a history of late payments.


SEGMENTS

956,000	Total Universe / Universe Rate	\$75.00/M
175,000	1 Month Denied Applicants	\$80.00/M
956,000	3 Month Denied Applicants	\$75.00/M
	Digital Campaign	\$40.00/M
	Digital Added to Postal Mailing	+ \$5.00/M

ID NUMBERS

Manager ID	
NextMark ID	599477
mIn ID	599477
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Direct response, Internet/On-Line, Opt-in e-mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/01/2022
New to Manager	03/31/2022
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	03/31/2022
"New to System"	04/04/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Credit Card Application Denied by DSA

Hotline Applicants have received notification that their credit card application has been denied. They have applied for credit cards offering no fee balance transfers, 0% interest, cash back, reward programs or no annual fees. Consumers want credit cards now but were denied due to low credit scores, insufficient income, high debt, or a history of late payments.

This file is sourced from a credit card processing firm that provides merchants with credit approval and transfers of payments. This file is new to the market. There are more than 1,000 credit card processors in the US. Each one provides services to hundreds of merchants that offer credit cards for payment.

Credit hungry applicants are excellent prospects for easy credit catalog offers, debt consolidation, credit repair, prepaid cards, gift cards, secured credit cards, short term loans and easy payment offers.

File Updates Monthly

Demographics: 60% Female, Avg Age 40+, Income \$40,000

Digital Campaign: \$40/M on matched records for Digital Only Campaigns. Add Digital to Postal Mailing: **Select fee \$5/M** for 30-day use

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services are 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 is available. Can suppress house file, inquire. Prepayment required on all email

For more info contact [DSA Direct](#)

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Ethnicity	\$12.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Home Owner, Renter	\$8.00/M
Mail Order Buyer	\$8.00/M
Presence of Children	\$8.00/M
Digital Add to Postal	\$5.00/M
Digital Only Campaign	\$40.00/M
Email: 25M Min	\$25.00/M

MANAGER
DSA Direct, LLC

GENDER	
Male	40%
Female	60%

AVERAGE INCOME	
Value	\$40,000.00

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	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

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	\$2.00/M

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

SPECIAL INSTRUCTIONS
 Sample mail piece required for list owner approval.
 Prepayment required on new tests and email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact