

Credit Repair & Debt Consolidation Applicants



Credit Repair & Debt Consolidation Applicants have filled out online questionnaires in an effort to reduce their debt and repair their credit worthiness. Applicants have provided detailed information about their credit standings for this paid service.

ID NUMBERS

Manager ID
NextMark ID 531929
mIn ID 531929
SRDS ID

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry 03/04/2019
New to Manager 03/04/2019
Counts Through 04/30/2023

DATA CARD MAINTENANCE

New To System 03/04/2019
"New to System" 03/05/2019
Announcement
Last Update 05/02/2023
Next Update 06/08/2023
Update Frequency MONTHLY

SEGMENTS

1,175,000	Total Universe / Universe Rate	\$80.00/M
275,000	1 Mos Credit Repair Applicants	\$85.00/M
700,000	3 Mos Credit Repair Applicants	\$80.00/M
100,000	1 Mos. Debt Consolidation Applicants	\$85.00/M
280,000	3 Mos. Debt Consolidation Applicants	\$80.00/M
	Digital Campaign	\$40.00/M

DESCRIPTION

Credit Repair & Debt Consolidation Applicants have filled out online questionnaires in an effort to reduce their debt and repair their credit worthiness. They are seeking better credit worthiness or have applied to reduce their outstanding debt. Applicants have submitted details about their credit standings for this paid service by submitting information on the amount of debt, type of debt such as credit card or non-credit card, type of creditor owed to and income.

Applicants are looking for ways to improve their finances and are willing to pay a service to assist them in this process. Prospects are appropriate for easy credit term offers, discount memberships, low-cost insurance and sub-prime credit offers. Sample mail pieces required for approval for all offers.

File Updates Monthly

Demographics: 65% Female, Avg Age 45+, Income \$35,000

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 housefile, inquire. Prepayment required on all email

For more info contact [DSA Direct](#)

SELECTS

Age \$10.00/M
Demographic \$10.00/M
Gender/Sex \$8.00/M

AVERAGE INCOME

Value **\$35,000.00**

MINIMUM ORDER

Geo/Geographical	\$8.00/M	Minimum Quantity	7,500
Income Select	\$10.00/M	Minimum Price	\$500.00
Home Owner, Renter	\$10.00/M		
Digital Only Campaign	\$40.00/M		
Email: 25M Min	\$25.00/M		

MANAGER
DSA Direct, LLC

UNIT OF SALE
Average **\$45.00**

GENDER
Male **45%**
Female **65%**

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
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★ = Primary contact