

# THE LATINO TELCO CONEXIÓN

3,211,212  
please inquire for counts

The Latino Telco Conexión  
Credit Score Index (CSI)

\$80.00/M  
+20.00/M

## List Description

The Latino Telco Conexión file combines Focus USA's comprehensive Hispanic and Spanish Speaking households with the only "real-time" telco data from every telephone company and all of the RBOCs in the United States available to create the industry's premier Hispanic telephone database. 47% of Hispanic distance buyers (phone, mail, online and e-mail) buy products and services via the phone compared to 32% for all buyers. Hispanic American purchasing power is expected to surpass 1 trillion by 2008 don't miss out! **Source: Direct telco and RBOC telephone data.**

Our Credit Score Index (CSI) which resembles FICO scores can be applied to this file to finely target individuals by their credit risk level.

## Additional Selections

Gender .....	6.00/M	Investors .....	15.00/M
Age .....	6.00/M	Marital Status .....	5.00/M
Income .....	6.00/M	MOB By Category .....	10.00/M
Length of Residence .....	5.00/M	Retail Shoppers .....	10.00/M
Homeowner/Renter .....	5.00/M	Electronic Product Buyers .....	10.00/M
Travelers .....	15.00/M	New Movers .....	15.00/M
Bankcard Holders .....	10.00/M	Sports Interest .....	10.00/M
Credit Activity Hotline .....	15.00/M	Running Charges .....	6.50/M
Donors By Category .....	7.50/M	E-mail Fee .....	50.00
Education .....	5.00/M	Ftp Fee .....	50.00
Internet Connected .....	25.00/M	Cartridge Fee .....	25.00

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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