

THE TRIGGER BASE NEW CREDIT ISSUES

1,077,772	New Credit Issues	\$85.00/M
69,845	1 Month Hotline	+10.00/M
290,222	3 Month Hotline	+5.00/M

Description

These individuals have recently activated a new line of credit. For some this may be their first credit card for others an additional card, perhaps with benefits and rewards and for others a consumer loan. Some life event has triggered these people to open a new line of credit perhaps to finance a home renovation, send a child to college or to take a vacation.

These Trigger Base New Credit Issues are excellent prospects for additional bank cards, premium, upscale and retail cards as well as for catalogs, continuity clubs, fund-raisers and publishing offers. These people are ready to use their new line of credit; they're ready to spend!

Our New Issues are GLB and FCRA compliant and do not require permissible purpose.

Source

New Credit Activation.

Demographics

Average Age: 50
Average Income: \$60,000
41% Male
43% Female

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00
E-mail Fee	50.00
Cartridge Fee	50.00

Selections

Age	10.00/M
Gender	5.00/M
Geo	5.00/M
Income	10.00/M
Homeowner	10.00/M
Presence of Children	10.00/M
Mail Order Buyers	10.00/M

Please inquire for additional selects.

Minimum Order: 7,500

Updates: Monthly



List Management **Plus**

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