

New Credit Issues Hotline Data



MEDIA TYPE

Consumer Phone and Postal

SOURCE

Compiled lists

GEOGRAPHY

USA

DATA CARD MAINTENANCE

Update Frequency WEEKLY

PRICING

Minimum Order \$250.00

Base Price \$75.00/M

Recipients of a newly issued premium bankcard, a new department store card, a new auto loan, or a new mortgage. With the weekly hotline select you can reach consumers who have received this new line of credit. This information is gathered from companies that actually fulfill the credit card to the consumer or handle the monthly billing statements on behalf of the lender. These consumers have just received a new line of credit and are anxious to spend money. They have money to spend and are open to a wide variety of offers from travel, financial services, publishing, insurance for their new home, identity theft, roadside assistance and insurance for their new car and many other offers. Although this is a compiled file this file responds like a response file. Whether the consumer got a new car, a new home, a new bank card or a new department store card they all are very positive events occurring in a person's life. This positive change in a person's life affects their spending habits in a very positive way, and increases response rates, and their ability to buy using their brand new Visa or MasterCard.

Segments

23,000,000 Total Universe / Universe Rate	\$75.00/M
1,200,000 Weekly Hotline	+ \$15.00/M
960,000 Weekly New Bankcards	+ \$15.00/M
165,000 Weekly New Auto Loans	+ \$15.00/M
65,000 Weekly New Mortgages	+ \$15.00/M
355,000 Weekly New Department Store Cards	+ \$15.00/M
300,000 Telemarketing Weekly Count	\$250.00/M

New Issue

Transaction Type	\$15.00/M
Date of Birth	\$15.00/M
Exact Age	\$10.00/M
Credit Indicator	\$15.00/M
Credit Limit	\$15.00/M
Recency Hotline Date	\$15.00/M

Net Name Arrangements

Net Name is allowed	\$20.00/M
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Key Coding

Key Coding is available

Output Media

Email	\$25.00	FTP	\$25.00
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Selections

Phone	\$20.00/M
Estimated Age	\$5.00/M
Estimated Income	\$5.00/M
Gender	\$5.00/M
Marital Status	\$5.00/M
Household Composition	\$5.00/M
Median Years of School	\$5.00/M
Property Type	\$5.00/M
Percent Black	\$5.00/M
Percent Hispanic	\$5.00/M
Length of Residence	\$5.00/M
Dwelling Type (FDU Size)	\$5.00/M
Homeowner Type	\$5.00/M
Median Home Value	\$5.00/M
Address Type	\$5.00/M
Ethnic Code	\$5.00/M
Oldest Age at Address	\$5.00/M
Estimated Wealth	\$5.00/M