



datacard

Underbanked/No Credit Masterfile

Counts Through April 2010

Updated May 2010

Overview:

18,000,000 Universe \$125/M
12,000,000 Email Addresses \$155/M

Description:

The Underbanked/No Credit Masterfile makes it easy for mailers to reach these underserved direct mail prospects. This masterfile delivers a vast new audience of young adults, 18-35, as well as ethnic groups, who have not been easy to find due to their "thin file" credit status, problematic or no banking relationship. These adults may not have a checking account. These people have not been receiving as many mail pieces as most others, and will therefore give your mailer's offer more attention.

Making this masterfile even more powerful are several response models built into it. Each record is scored for a variety of factors, including discretionary income score, direct mail predicted response score, and a score that predicts the prospect's "churn rate" - a key measure of their potential loyalty to your mailer's products or service.

If it is potential donors you are looking to reach, The Underbanked/No Credit Masterfile also scores every record for the person's propensity to donate to charities. You can also select continuity buyers, merchandise buyers, and magazine subscribers. There is a wealth of information to be tapped into, allowing your client to pinpoint a target and mail to that segment.

The Underbanked/No Credit Masterfile is an important new database, and will appeal to many market verticals. Test this list for magazine mailers, non-profits, general merchandise and specialty catalogs, investment offers, insurance, young adult clothing and accessory offers, and many more.

Source

Compiled/Modeled

Selection Charges

SCF \$10.00/M
STATE \$10.00/M
ZIP \$10.00/M
RECENCY \$10.00/M
INCOME SELECT \$20.00/M
AGE \$20.00/M
Response Score \$20.00/M
Discretionary Income Score \$20.00/M
Fundraising Score \$20.00/M
Churn Score \$20.00/M
Continuity Buyers \$20.00/M
Merchandise Buyers \$20.00/M
Magazine Buyers \$20.00/M
E-Mail Set Up Fee \$500.00/F

Output Media

DISKETTE \$50.00/F
EMAIL \$50.00/F
CD ROM \$50.00/F
FTP \$50.00/F
DVD \$50.00/F

Update Schedule

Monthly

Minimums

5000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- selson@infocore.com

Web -- <http://www.infocore.com>