

EasyPay Catalog Buyers Mailing List

Total Universe: **34,87,125**

Base Rate: **\$85.00/M**

Description Summary

The EasyPay Catalog Buyers Mailing List features a dynamic group of credit-seeking consumers who have applied for and been approved for unsecured catalog credit lines. These individuals were drawn to flexible, buy-now-pay-later opportunities offered through exclusive catalog programs, providing them the ability to shop for goods today and pay overtime, all without traditional credit card restrictions. These consumers are actively looking for ways to rebuild or establish their credit profiles while enjoying access to quality products and services. Many are subprime buyers who respond well to installment-based or low-barrier financing offers, making them an ideal audience for a wide range of credit-driven and budget-sensitive campaigns.

How Our Data is Compiled

This data is sourced from a variety of channels tied to catalog credit programs and consumer financing activity. Individuals included have shown clear interest in flexible payment options and credit-based purchasing through catalog applications, online inquiries, and related engagements. This rich dataset is continuously maintained through rigorous hygiene protocols, including monthly updates against the National Change of Address (NCOA) database and CASS certification, ensuring high deliverability and campaign success. Every record is verified and enhanced to maximize reach, response, and ROI for marketers.

Consider the Facts

- ✓ Many catalog buyers have limited access to traditional credit cards and actively seek alternative financing options such as unsecured catalog credit lines or installment payment plans.
- ✓ Over 50% of catalog buyers actively seek credit lines or installment plans that offer flexible payment options beyond traditional credit cards.

Recommended Usage

The EasyPay Catalog Buyers Mailing List is a valuable resource for companies promoting catalog merchandise, credit and loan products, financial services, or debt relief. Businesses in categories like discount travel, electronics, health and wellness, apparel, jewelry, insurance, and home furnishings can also see strong results from targeting this highly responsive audience.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Email
Lifestyle Interests
Credit Score

Presence of Children
Cell Phones
Net Worth

Marital Status
Income
Occupation

For additional information or list counts, contact your representative or list manager at 1.800.457.2899