New Bank Cardholders Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **11,08,549**

Base Rate: **$85.00/M**

Description Summary

These consumers have just obtained a new credit card and now have a new credit line to use. Since they are in possession of this new card, they are more likely to use it to make purchases in stores and online. These records are obtained through credit transactions from multiple sources, including retail establishments, gas stations, department stores, mail order companies, and more. With the most accurate postal, phone, and email data available on the market today, your next direct marketing campaign can benefit significantly.

How Our Data is Compiled

Our New Bank Cardholders Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- In 2015, 70% of consumers in the U.S. had at least one credit card
- About 38% of households carry some sort of credit card debt

Recommended Usage

This file is recommended for a variety of offers, such as, credit offers, magazine subscriptions, book and music clubs, movie clubs, computer and electronic retailers, sports card collectibles, and more.

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 canceld 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	Dwelling Type	Credit Score	Marital Status
Gender	Ethnicity	Income	Presence of Children
Geography	Credit Cards	Home Owner	

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

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