

The EasyPay Network™ Mailing List

Total Universe: **96,98,112**

Base Rate: **\$95/M**

Description Summary

The EasyPay Network™ is a high-performing direct marketing database featuring consumers who actively engage with leading Buy Now, Pay Later (BNPL) platforms such as Klarna, Affirm, Afterpay, Zip, and PayPal Credit. These digitally fluent, value-driven shoppers embrace flexible payment models and tend to make frequent purchases, especially for electronics, fashion, lifestyle goods, and subscription-based services. With a strong appetite for convenience and instant gratification, these consumers represent an ideal audience for marketers looking to drive conversions, increase average order value, and promote financial accessibility. Whether they're upgrading tech, refreshing their wardrobe, or exploring digital services, The EasyPay Network™ puts your brand in front of modern buyers who are ready to spend, on their terms.

How Our Data is Compiled

The EasyPay Network™ database is compiled using verified consumer intelligence derived from online behavioral signals, opt-in surveys, e-commerce transaction activity, financial product engagement, and BNPL platform usage indicators. Each record is routinely updated and validated to ensure maximum deliverability and performance. The file is processed through both NCOA (National Change of Address) and CASS (Coding Accuracy Support System) certification to meet USPS standards and maintain postal accuracy. Additionally, email records undergo comprehensive hygiene and permission-based validation protocols to ensure compliance and high inbox placement. This data is ideal for precision-targeted campaigns that demand reliability and scalability.

Consider the Facts

- ✓ 1 in 4 U.S. adults have used a Buy Now, Pay Later (BNPL) service at least once.
- ✓ 56% of buy now pay later users are Millennials or Gen Z, with a median age under 35

Recommended Usage

Perfect for promoting e-commerce deals, DTC offers, subscription boxes, lifestyle goods, tech gadgets, and fintech services that highlight ease, speed, and value. Whether through direct mail, email, or digital outreach, The EasyPay Network™ empowers multi-channel campaigns to reach impulsive, credit-enabled consumers with high intent to engage and transact.

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
Income
Buying Habits

Online Buyer
Credit Score
Lifestyle Habits

Mail Order Buyer
Homeowner / Renter
Home Market Value

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