

New Bank Cardholders Mailing List



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Total Universe: 1,108,549

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: lifestyle 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. This 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.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Credit Cards
Credit Score
Income

Occupation
Marital Status
Presence of Children
Home Owner

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

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