

# Bank Turn-Down Database



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**Total Universe: 5,357,318**

**Base Rate: \$65.00/M**

## Description Summary

These individuals are eager to receive offers for secured and sub-prime credit, I.T.A. with a catalog purchase, discount clubs and many more. This database is enhanced with a full list of selects to help you target your next best customer. These individuals are highly responsive for many types of offers. Get access to the most accurate data in the industry for all bank turn-down consumers. Reach these individuals with postal, phone, and email data for your next direct marketing campaign.

## How Our Data Is Compiled

Our Bank Turn-Down Database 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

- 53% of small business owners reported they have had to apply for loans multiple times
- Overall mortgage lending has plunged 7.4%

## Recommended Usage

This database is ideal for many marketers, such as insurance, finance, real estate, property management, automobiles, electronics, banks, and much 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  
Income  
Credit Cards

Occupation  
Marital Status  
Loan Type

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

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