



Economically Stable Consumers

Segment	Count	Price
Universe / Base Rate	6,522,672	\$85.00/M
ESI- Economic Stability Indicator		\$20.00/M
Wealth Code		\$20.00/M
Expendable Income		\$20.00/M
GreenScore™		\$20.00/M

Financial services, real estate, automotive, travel - each of these industries is being reshaped due to recent events. Marketers in these industries are re-evaluating their current state as their prospects encounter a reduction of discretionary income and net worth. How do you combat declining response rates? Diminishing approval rates? Both of which are sure to get worse until the economy rebounds. With individual level credit data becoming more regulated and the very inflated prices associated with its use, there are limited 'effective' alternatives. Economically stable consumers are scored using a combination of proprietary data, including adjusted home values, dual income families and cost of living index based on geography. A 'tuneable' product that allows you to reduce mailing costs by zeroing in on the prospects who are most likely to meet your company's approval qualifications. This score can also be applied to your in-house list and can be combined with other indicators of affluence to better target not only the best responders, but those who are most likely to convert and be approved when they decide to buy your product/service. These recession proof households are receptive to offers that match their lifestyle: furniture, apparel, interior décor, entertainment, clubs/associations, investments, insurance, technology (wireless, smartphones), cars, music and travel. Additionally, for Non-Profit marketers, these individuals still need PERSONAL write-offs to reduce income and balance this years capital losses (which are capped and can't be claimed in full) and are prime for gift solicitation. Additional selects available upon request.

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LIST TYPE
 Consumer- mail, phone,
 email

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Estimated Income \$5.00 /M
 Investments: Life Insurance
 \$20.00 /M
 Marital status \$2.00 /M
 Number of Children \$10.00 /M
 Religion \$15.00 /M
 State \$2.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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