



# SmartSuppress™

Segment  
Universe / Base Rate

Count  
18,300,000

Price  
\$5.00/M

SmartSuppress is a customized suppression database developed to identify financially distressed households. The file contains 18,300,000~ households who are pending foreclosure, filing bankruptcy, taking high interest 'pay day' loans to cover their short term expenses, etc. The file has multiple contributing sources and is updated daily.

These individuals are NOT good candidates for most direct mail offers....though, demographically, in many cases, they match the profile of a good candidate. They are cash hungry loan applicants who are seeking or who have desperately sought cash in the last 12 months to resolve immediate cash flow issues. These individuals have recently filed for bankruptcy, applied in person or on-line for a pay-day loan (cash advance) or foreclosed on a home.

VeraData is making this file available for SUPPRESSION to any entity for a \$5/m processing fee. This is being offered to help the nations' direct mailers save their printing and postage money, or rather, for them to make better use of marketing dollars by sending the mail to people who WILL respond and who WILL buy/donate. VeraData will REMOVE/FLAG anyone on your lists (acquisition/prospect list, reactivation/cross-sell list, etc) who match to this file. This is not being made available anywhere else. SmartSuppress has been tested and consistently proven the response rate of households matching this file are an average of 20% - 40% WORSE than 'control' response rates (i.e. the names NOT on this list perform 20% - 40% BETTER than those on this list).

LIST TYPE  
Consumer- mail

SOURCE  
Compiled lists

GEOGRAPHY  
Domestic (US)

Counts through 11/03/2009

SELECTS

Demographic  
Geo/Geographical

MINIMUM ORDER 5,000

FOR MORE  
INFORMATION PLEASE  
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